



# **RUSSIA**

## **MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



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- KEY UPCOMING OPPORTUNITIES
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# **COUNTRY OVERVIEW**

# Country Overview



WORLD'S LARGEST COUNTRY BY LAND MASS AND A STRONG ECONOMY (2021)

## Overview of Russia



CAPITAL  
**Moscow**

REGION  
**Eurasia**

GDP PER CAPITA, PPP  
**\$28,797**

GDP  
**\$1.7 trillion**

POPULATION \*  
**144,478,050**

AREA  
**17,098,242 SQ.KM**

Russia has one of the world's largest economies that is powered by its extensive natural resources

Top industries include oil and natural gas production, with agriculture, forestry, fishing and manufacturing serving as other economic drivers.

Russia also is one of the world's largest exporters of military weapons, trailing only the United States.

A black and white photograph of a woman walking through a modern airport terminal. She is carrying a rolling suitcase and a backpack, and is looking down at a smartphone in her hand. The terminal has large glass windows and a polished floor that reflects the light. A red banner with white text is overlaid on the image.

# OUTBOUND TRAVEL INSIGHTS

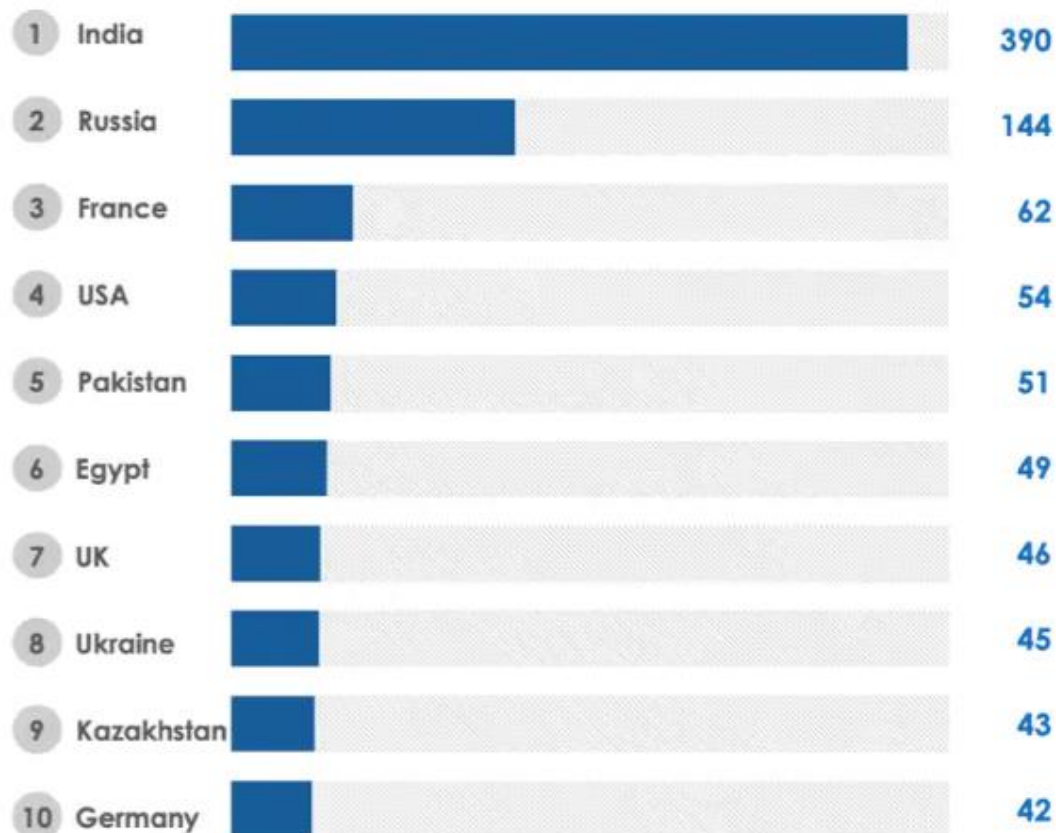
# Outbound Travel Insights



RUSSIAN TOURIST AVERAGE LENGTH OF STAY FOR FOREIGN HOLIDAY IS 10 NIGHTS

Performance of Top 10 Source Markets

2021



- Russia as a source market has become increasingly more important to the Travel and Tourism sector in the UAE.
- With the current situation and lock-down in India, Russia is now the main source market for the UAE.
- Russian tourists spend on average \$1,676 per person per foreign holiday, more than their European counterparts who spend \$1,174
- Russian tourists have high expectations when it comes to service. They expect punctuality and extensive knowledge from instructors and tour guides

TOP 10 SOURCE MARKETS FOR VISITORS TO DUBAI ('000 VISITORS JAN-APR 2021) Source: [DTCM](#)

# Outbound Travel Insights



## THE FIVE TYPES OF RUSSIAN TOURISTS

### SUNSEEKERS

Russians looking for their two weeks in the sun abroad traditionally head to Turkey and Egypt, but 2016 changed all this. Now, new destinations are picking up the demand, including Greece, North Africa and the Middle East – as well as old favourite Thailand.

### VISITING FRIENDS AND RELATIVES

The Russian-speaking diaspora is enormous and widespread. Millions of Russians in the Baltic countries, Germany, Finland and elsewhere attract their relatives and friends every year – swelling tourist numbers to these countries.

### ULTRA-WEALTHY

Few in number, but long on spending power. Most often found giving a boost to tourism industries around the Mediterranean and Caribbean.

### YOUNG PROFESSIONALS

Russia's growing middle class travels more than ever, and the range of destinations is at an all-time high. City breaks in Europe and adventures further afield are what catches their eye.

### THRILLSEEKERS

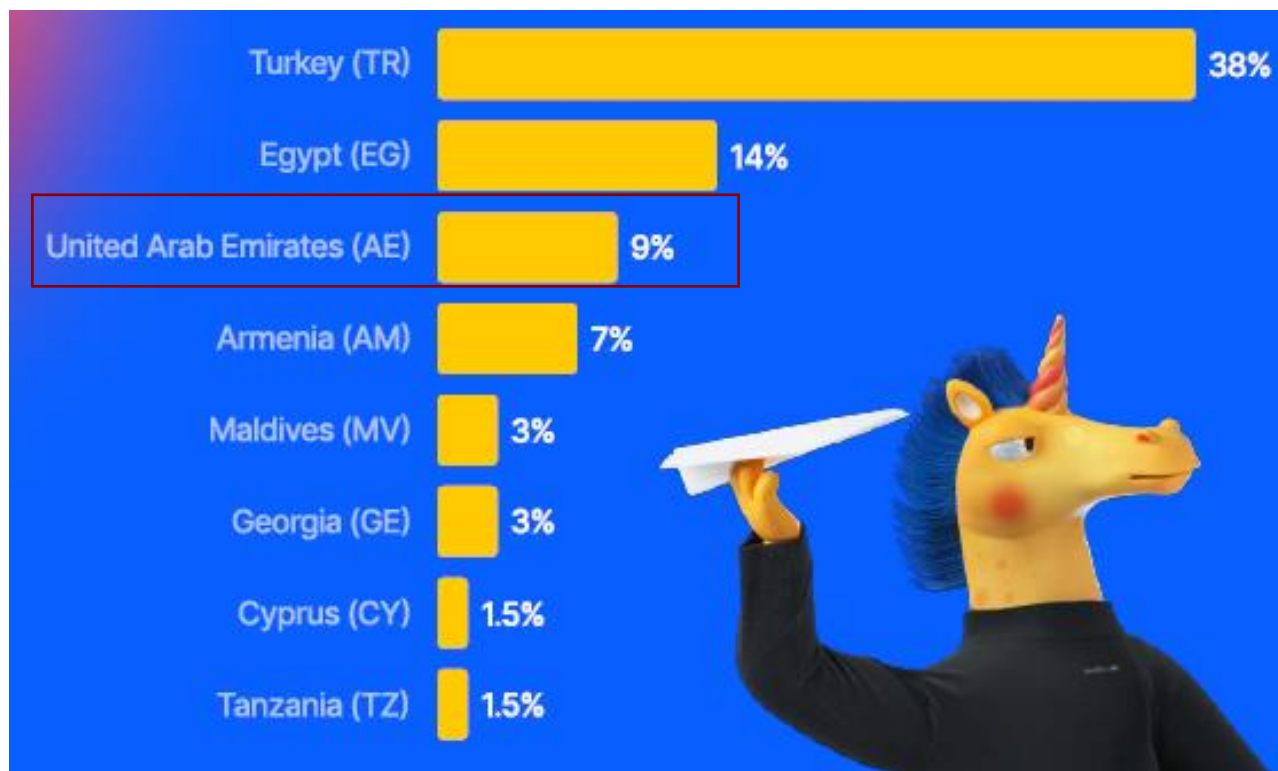
For this category, sun and sand is not enough – they want adventure. These Free Independent Travellers are most keen to check out Asia and South America.

# Outbound Travel Insights



ONE OF THE TRAVEL MARKETS THAT ARE RAPIDLY RECOVERING FROM THE EFFECTS OF COVID-19

## Top outbound travel destinations for Russians



- 44.32% of Russians have travelled in the last six months (April 2021)
- 64% of Russians are ready to travel in 2021 despite COVID-19 challenges
- 74% plan travel by themselves whereas on 34% book holiday through travel agent



aviasales

Source: Data by the survey of Aviasales, April 2021

# MEDIA LANDSCAPE

**MEDIA**

**RADIO**

**MAGAZINES**

**INTERNET**

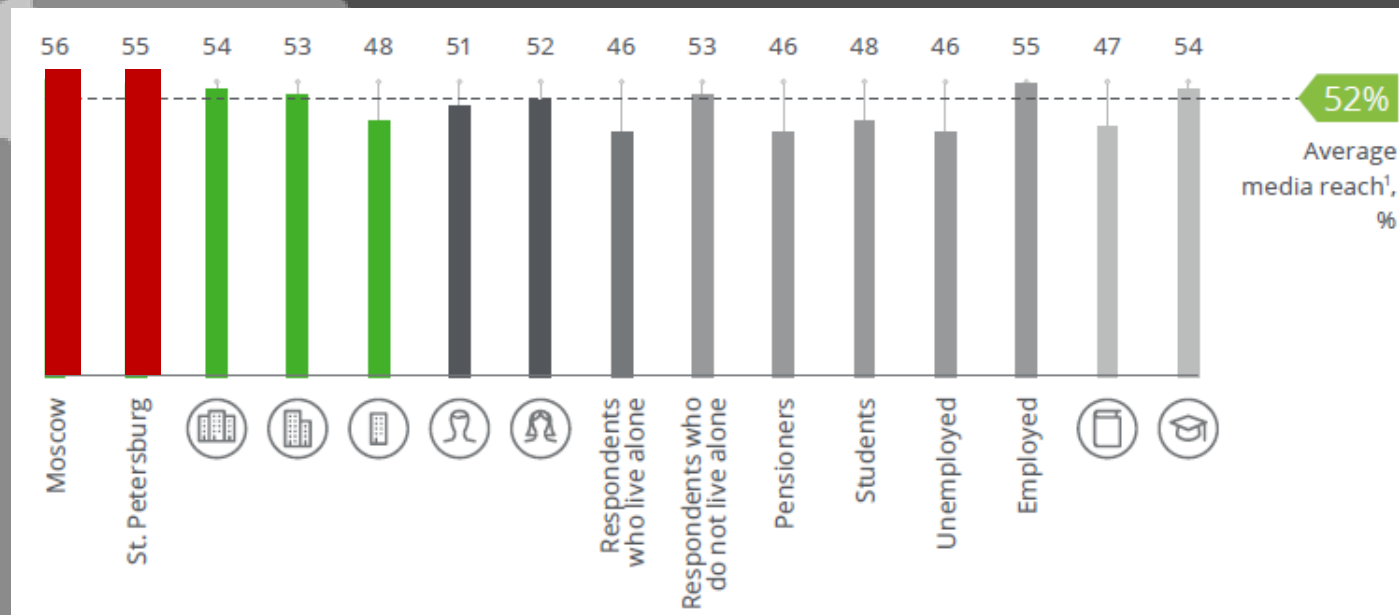
**NEWSPAPERS**

**TELEVISION**

# Media Consumption Overview

HIGHEST MEDIA CONSUMPTION IS IN THE METROPOLITAN CITIES

The highest media consumption is in **Moscow** (56%), while people in smaller cities are less engaged with media.



The **employed** and those with **higher education** are significantly active media users.

Radio is popular with employed and educated Russians especially in Moscow with a reach of 60%

Internet usage grew above average in Moscow, St. Petersburg and other key cities with up to 1 million inhabitants.

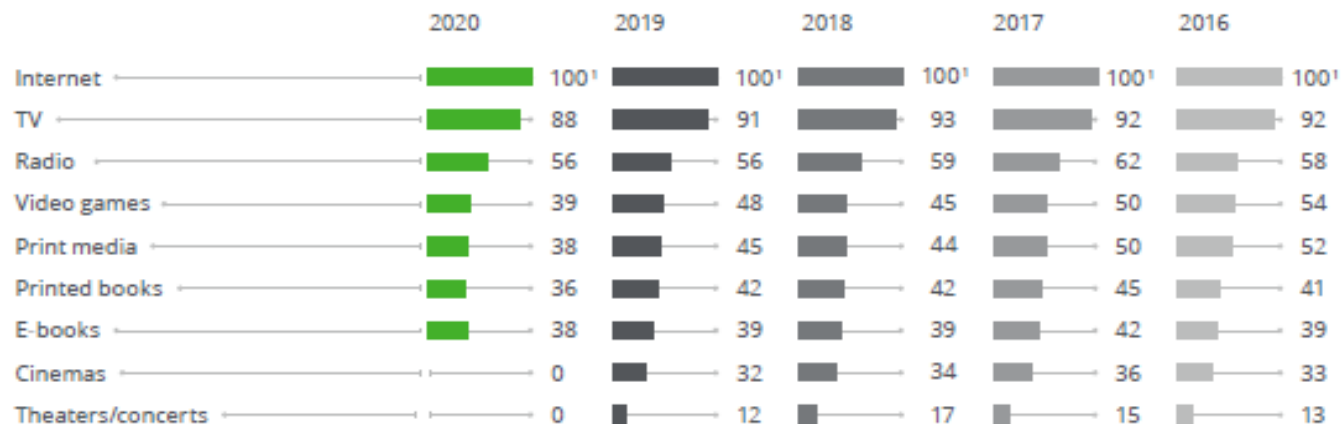
# Media Consumption Overview



INTERNET AND TV GO HAND-IN-HAND IN TERMS OF REACH

Audience reach, %

? Which of the following media channels have you used in the last two weeks?



**6H 29M**  
Daily internet consumption



**2H 50M**  
Average daily TV viewing (Broadcast, Streaming & VOD)



**56%**  
of the population is reached by radio



Print is the **most widely read in Moscow**, most popular with those aged 50+ and 35-39.

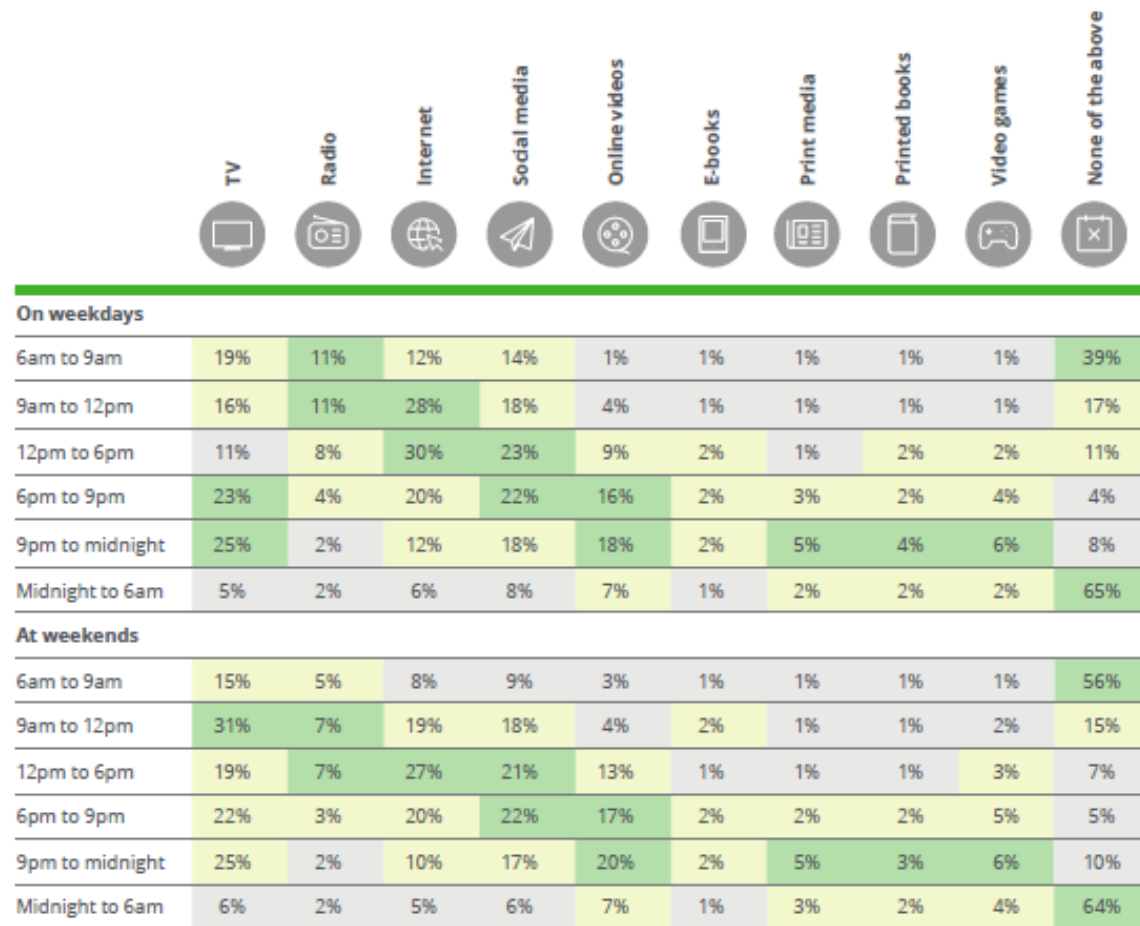


**30%**  
of Russia's OOH comprises of DOOH.

# Media Consumption Overview



## AVERAGE MEDIA USAGE IN 2020



■ Most active  
■ Fairly active  
■ Least active

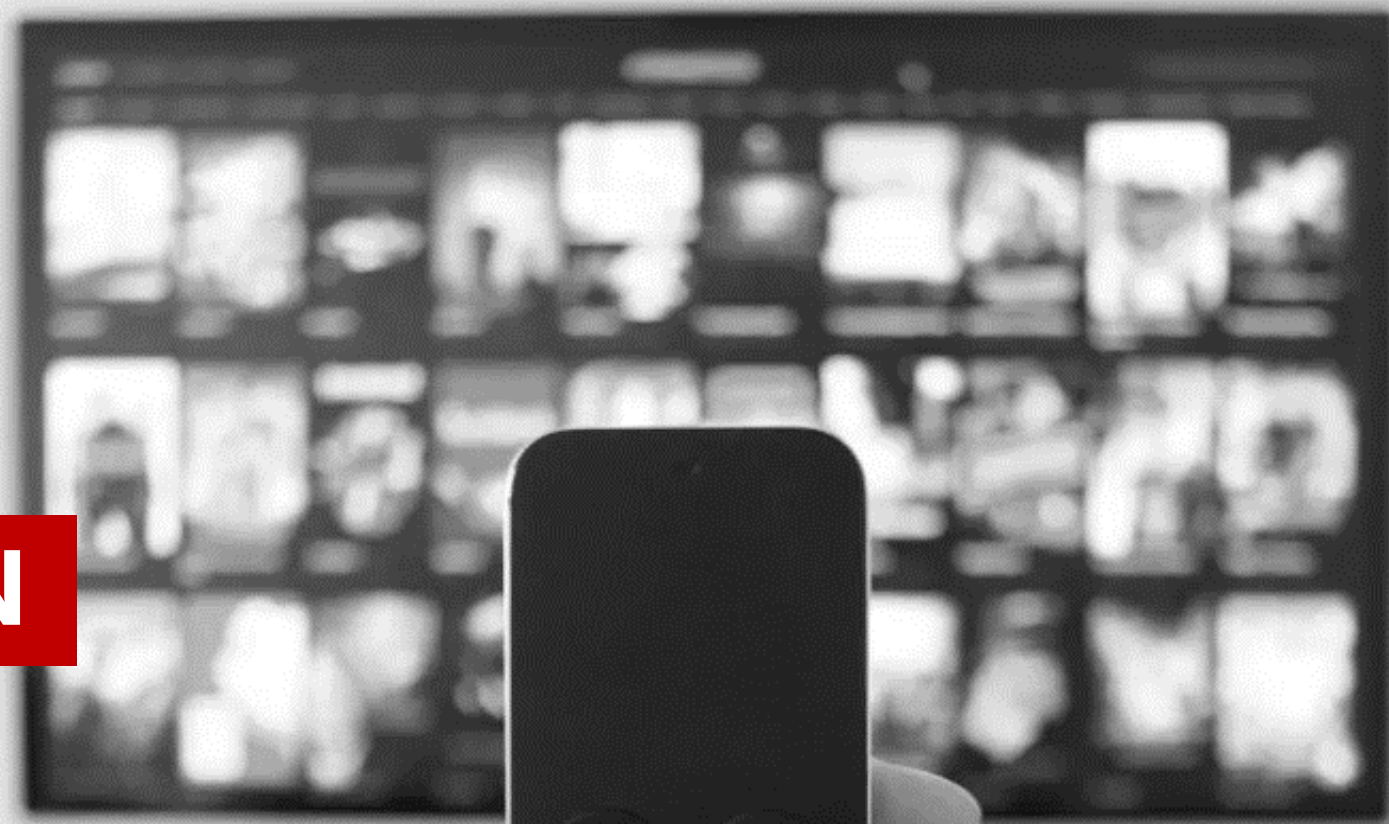
"I usually play video games for an hour or two in the morning to my brain in gear for the working day ahead."

Focus group (aged 18-25)

## How has media usage changed (%).

|                       | 2020 | 2019 | 2018 | 2017 | 2016 |              |
|-----------------------|------|------|------|------|------|--------------|
| Internet <sup>3</sup> | +96  | +62  | +59  | +66  | +62  | Higher usage |
| Television            | +28  | -4   | -7   | -11  | -8   |              |
| Average index         | +23  | +9   | +7   | +5   | +6   |              |
| Video games           | +11  | +7   | +4   | +6   | +4   |              |
| Radio                 | +10  | +2   | 0    | -3   | -4   | Lower usage  |
| E-books               | +9   | +27  | +29  | +29  | +31  |              |
| Printed books         | +6   | -9   | -12  | -18  | -16  |              |
| Print media           | +4   | -20  | -26  | -22  | -24  |              |
| Cinema                | -    | +4   | +4   | +3   | 0    |              |
| Theaters/concerts     | -    | +2   | +6   | -2   | 0    |              |

**TELEVISION**



# Television



THE PERCENTAGE OF TV VIEWERS SWITCHING TO INTERNET TV CONTINUES TO GROW

SHARE OF HOUSEHOLDS WITH A TV SET IN RUSSIA

97%

AVERAGE DAILY TIME SPENT ON WATCHING TV IN RUSSIA

5h 33min

RUSSIAN FEDERAL TV CHANNEL WITH HIGHEST NET PROFIT

Channels of VGTRK

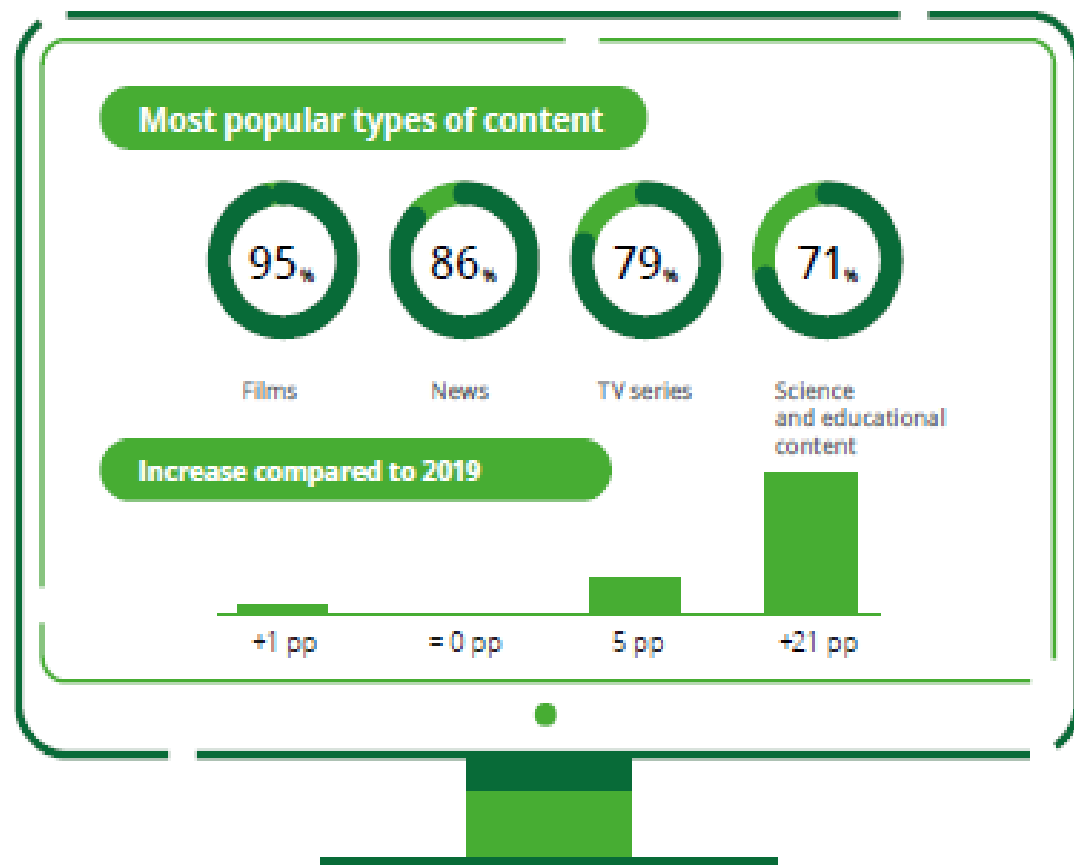
For 86 percent of Russians TV remains the main source of news

The number of regional TV companies has been increasing and there are about 700 local stations, both public and private

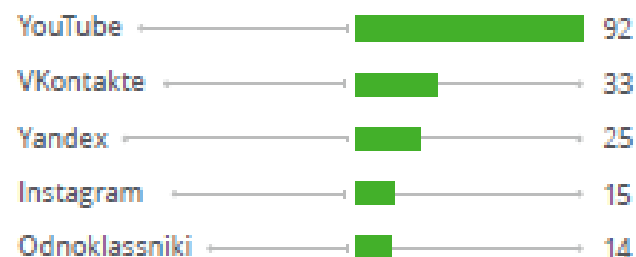
Russia saw a rise in pay-tv subscribers as it stood at 48.05 million at the end of 2020, up 8.8% on the previous year

# Television

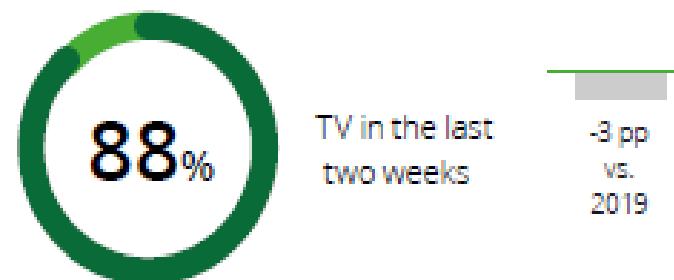
RUSSIA-1 AND CHANNEL ONE ARE THE MOST POPULAR SOURCES OF TELEVISION NEWS IN RUSSIA



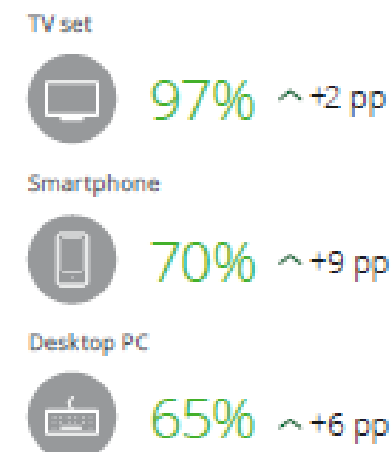
## Top five online video services, %\*



\* The majority of respondents use two or more online video services



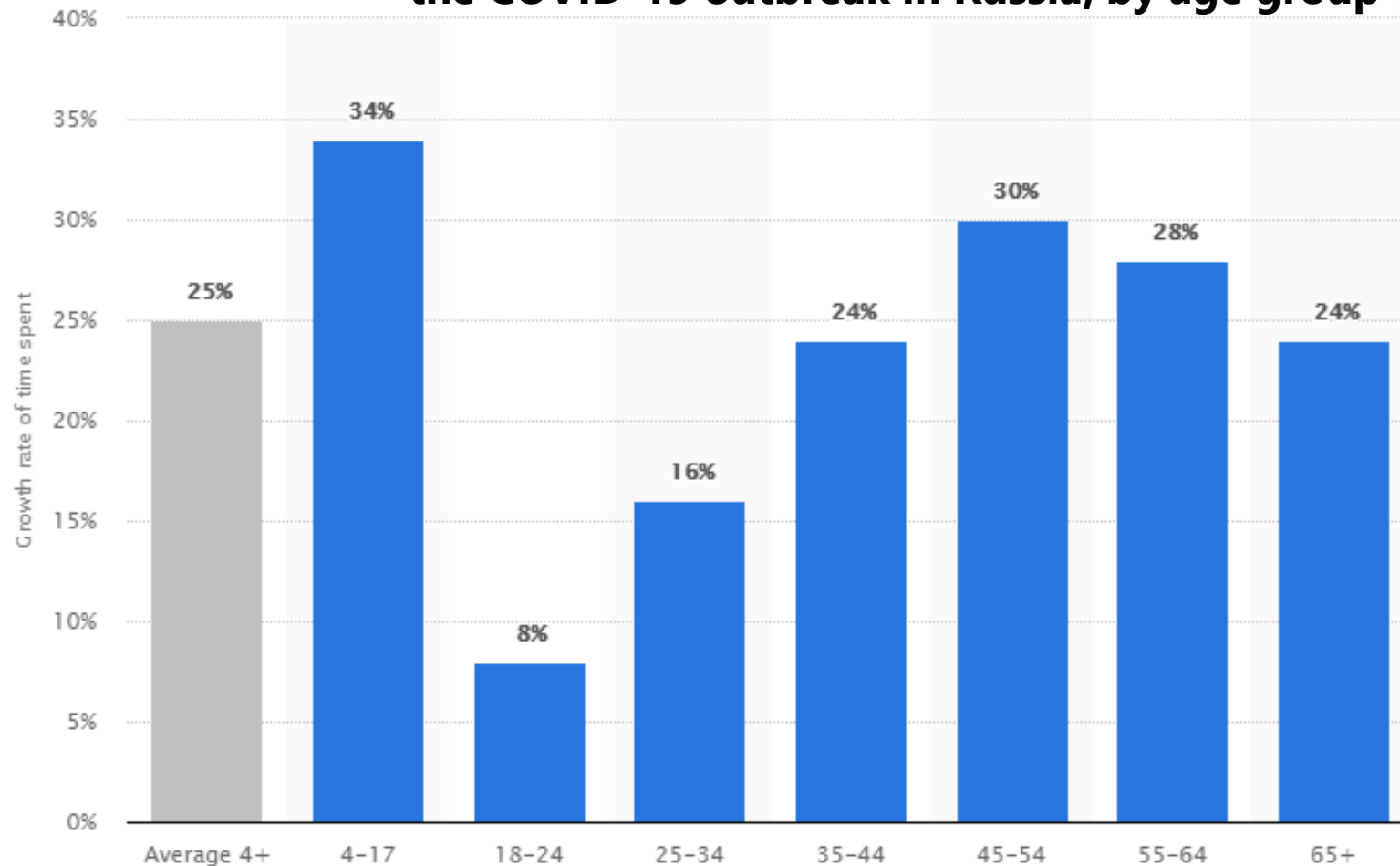
## Devices used to watch TV and change vs. 2019



# Television – Impact of COVID-19 on Consumption

TIME SPENT ON WATCHING TV BY THE AUDIENCE OF AGE OVER FOUR YEARS INCREASED BY 25%

**Growth rate of average daily time spent on watching television during the COVID-19 outbreak in Russia, by age group**



In Russia, the average time spent on watching TV by the audience of age over four years increased by 25 percent on an average in April 2020 compared to the same month of the previous year

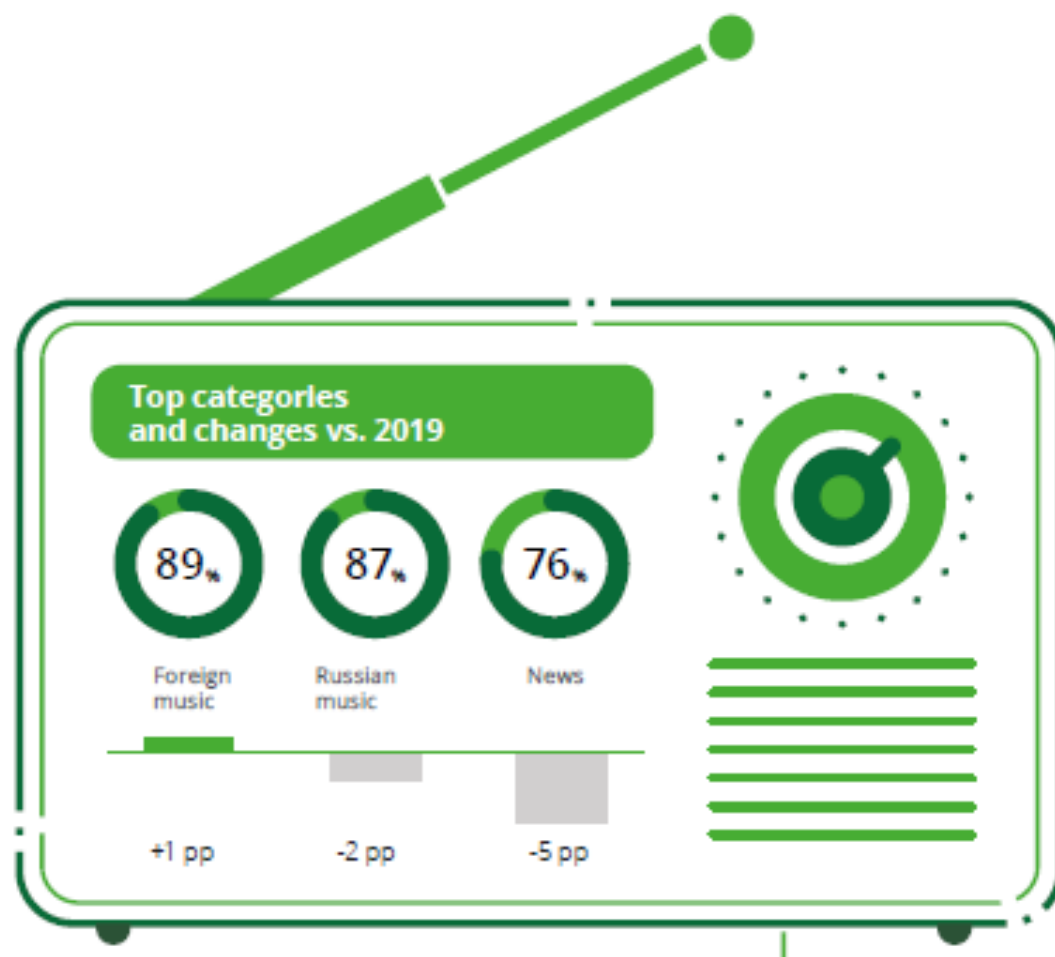
**RADIO**



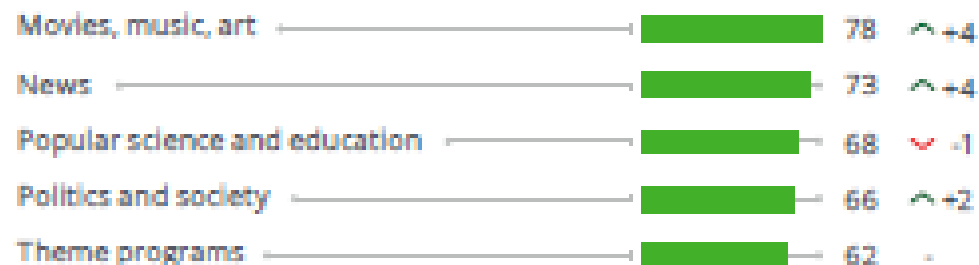
# Radio



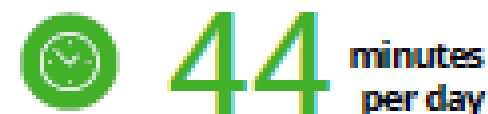
37 MILLION ADULTS ARE NOW TUNING INTO RADIO VIA DIGITALLY ENABLED PLATFORMS



## Top five podcast categories, %, and percentage point change vs. 2019



## Average podcast listening time



## Devices used to listen to the radio

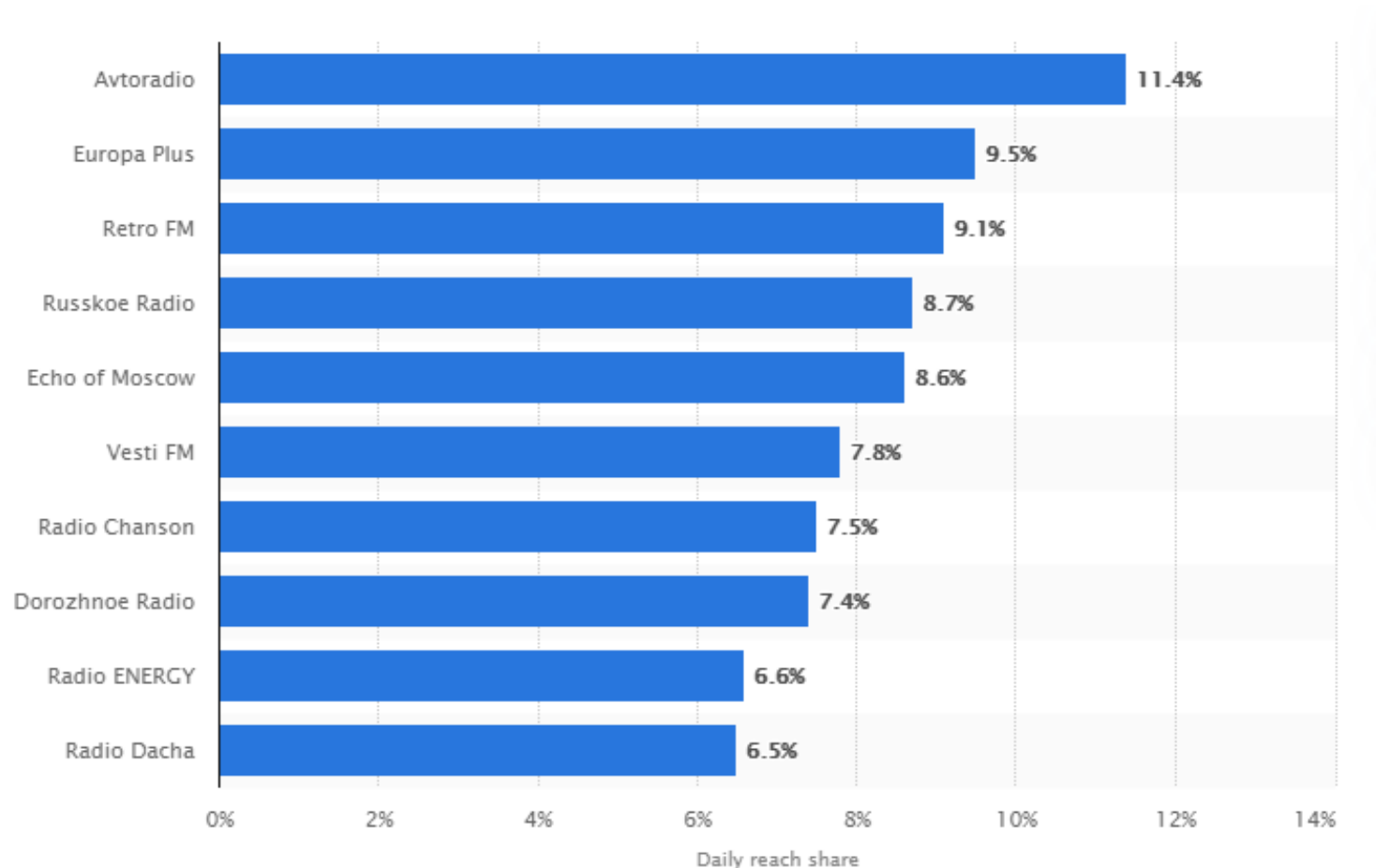


# Radio



THE MONTHLY AUDIENCE OF RADIO IN THE WHOLE OF RUSSIA REACHED 107 MILLION PEOPLE, IN 2020

Ranking of radio stations in Russia from June to August 2020, by daily radio reach share



Survey conducted by Statista showed that Russkoye Radio, Europa Plus, and Dorozhnoye Radio were the most popular radio stations in Russia as of February 2021

Radio listening habits have not changed in 2020 as compared to 2019 according to a study by Deloitte.

42% of Russians listen to radio while driving to work on weekdays and 45% Russians listen to radio at work during weekends

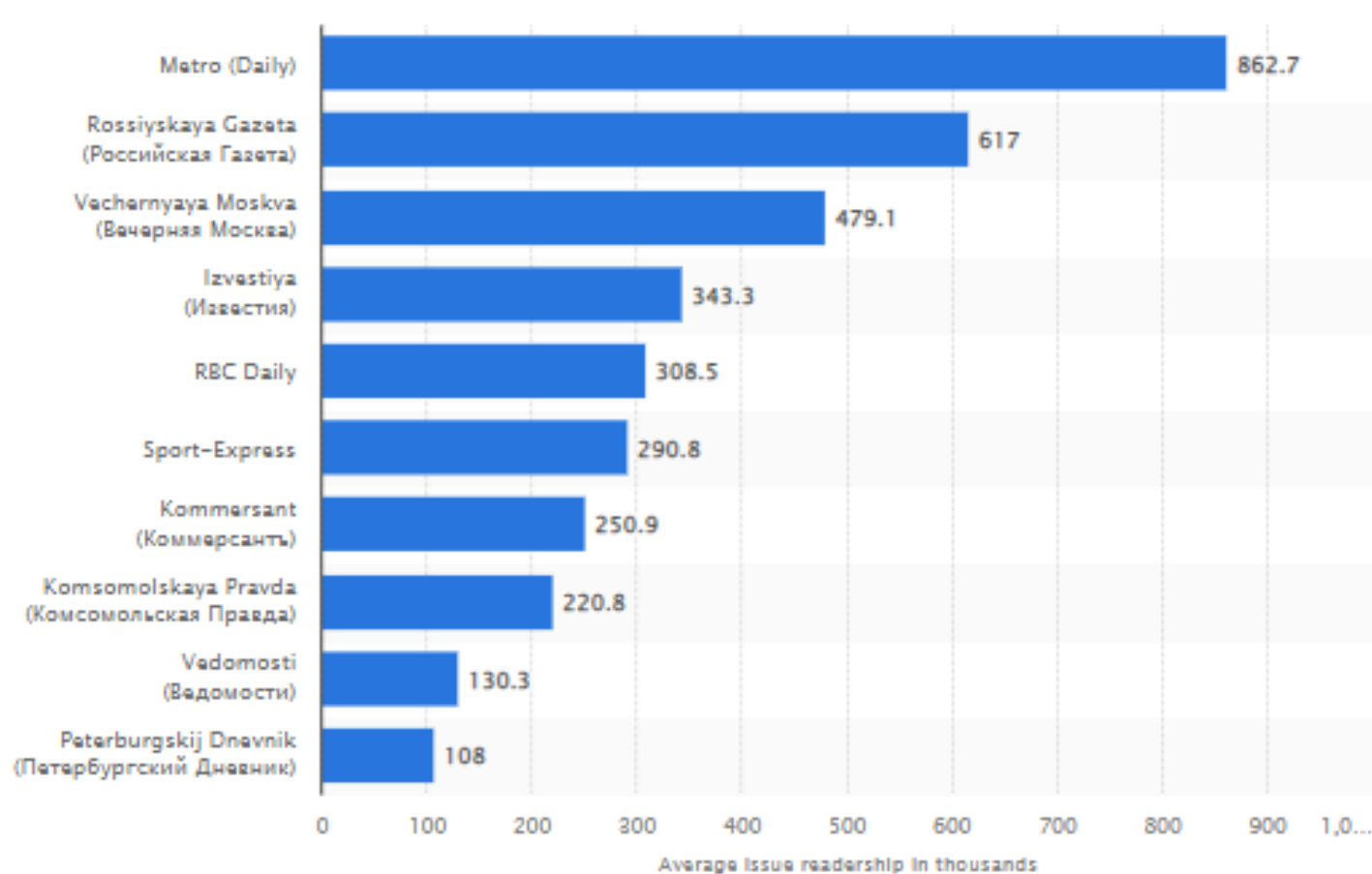
PRINT





## LEADING NEWSPAPERS

**Average issue readership of daily newspapers in Russia  
from March to July 2021 (in 1,000s)**



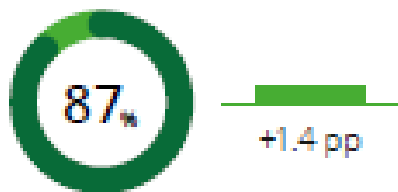
# Print



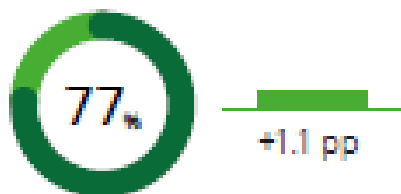
THE POPULARITY OF READING AS A WAY OF CONSUMING MEDIA HAS DECLINED FOR ALL CHANNELS

## Top news categories and change vs. 2019

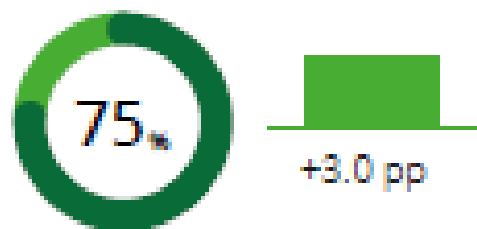
General news



Popular science and educational content



Politics and society



## Popularity of print media by type, %, and percentage point change vs. 2019

Magazines ————— 54

Newspapers ————— 53

Mainly read by the residents of Moscow and the middle age group of 45-49 year old.

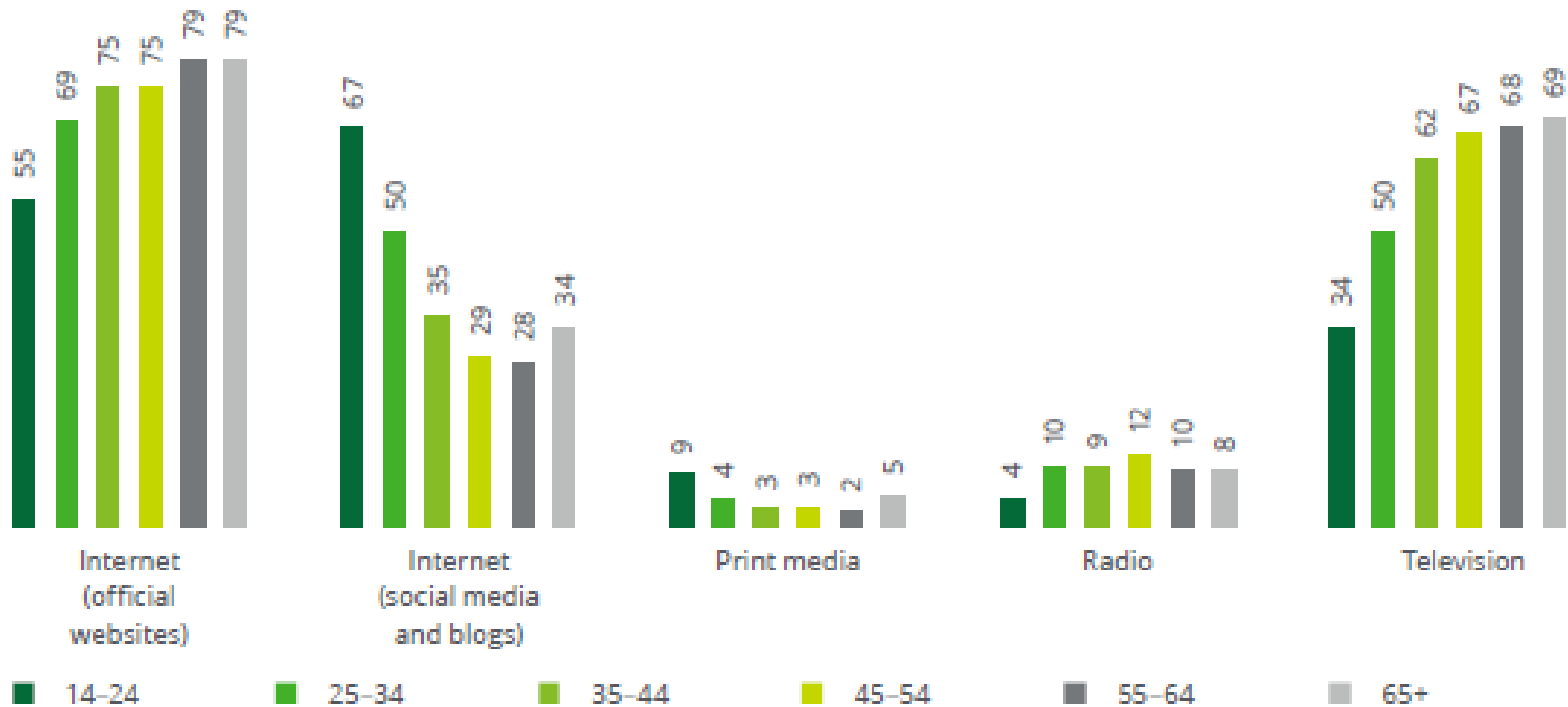
Those with higher incomes are more active readers, hence making it an ideal medium.

# Print



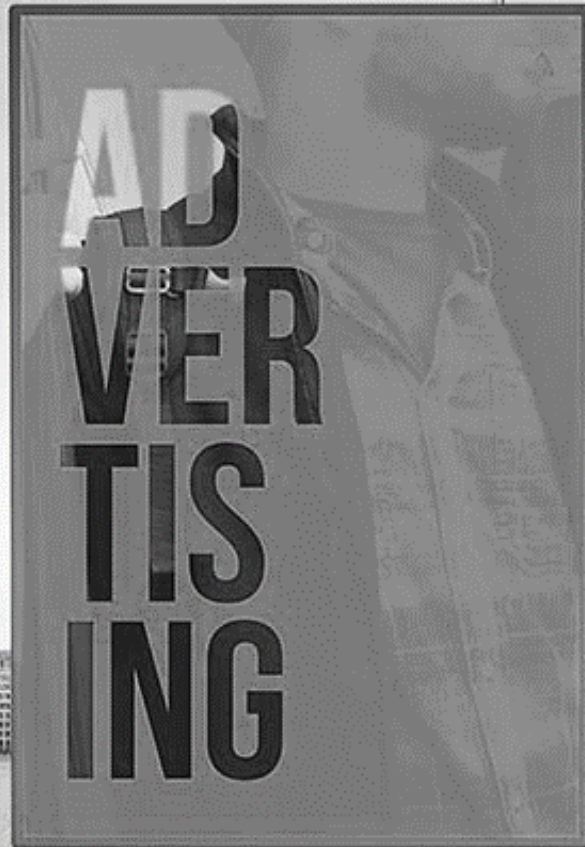
MOST PEOPLE PREFER WEBSITES TO BE THEIR SOURCE FOR INFORMATION THAN PRINT

? Please select the top two sources you go to for the news (%)



Russians of all ages including young people (14-24) and older generations (over 65), consume news from websites than print in 2020 showing a preference for digital media than traditional in COVID1-19 era

**OUT OF HOME**



# OOH



TRANSPORT ADVERTISING IS ONE OF THE TOP STABLE MEDIA IN RUSSIA



## Russ Outdoor

Russ Outdoor (pronounced Rus Outdoor) - The largest national operator of outdoor advertising, an expert in the field of visual urban communications. The company has an extensive federal network of branches with a central office in Moscow



## RMAA Group

RMAA Group is an independent Russian full-service marketing and advertising company, and have a vast OOH network all over Russia



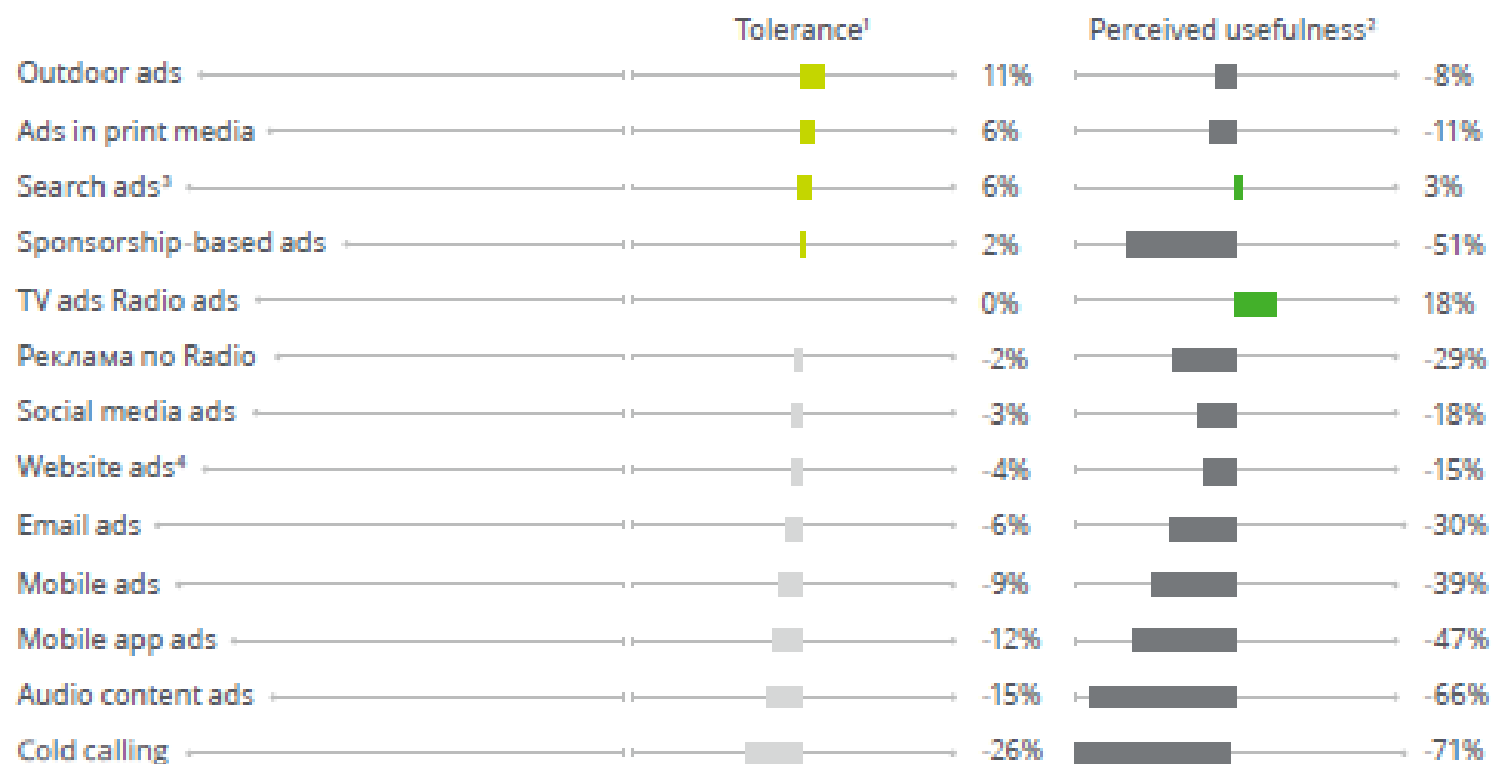
## Posterscope Limited

Posterscope Limited is the world's leading location-based marketing specialist and one of the top OOH advertising company in Russia



## DIGITAL OOH IS TRENDING AND IS THE CHOICE FOR MOST COMPANIES FOR OUTDOOR ADVERTISING

? *What is your attitude towards various advertising channels?*  
*Have you received useful information from adverts?*



■ Advertising tolerance index<sup>1</sup>, %

■ Perceived advertising usefulness<sup>2</sup>, %

Russians are generally positive towards ads that do not invade their personal space.

Therefore, they respond positive towards outdoor ads compared to other advertising channels and perceive TV ads to be the most useful.

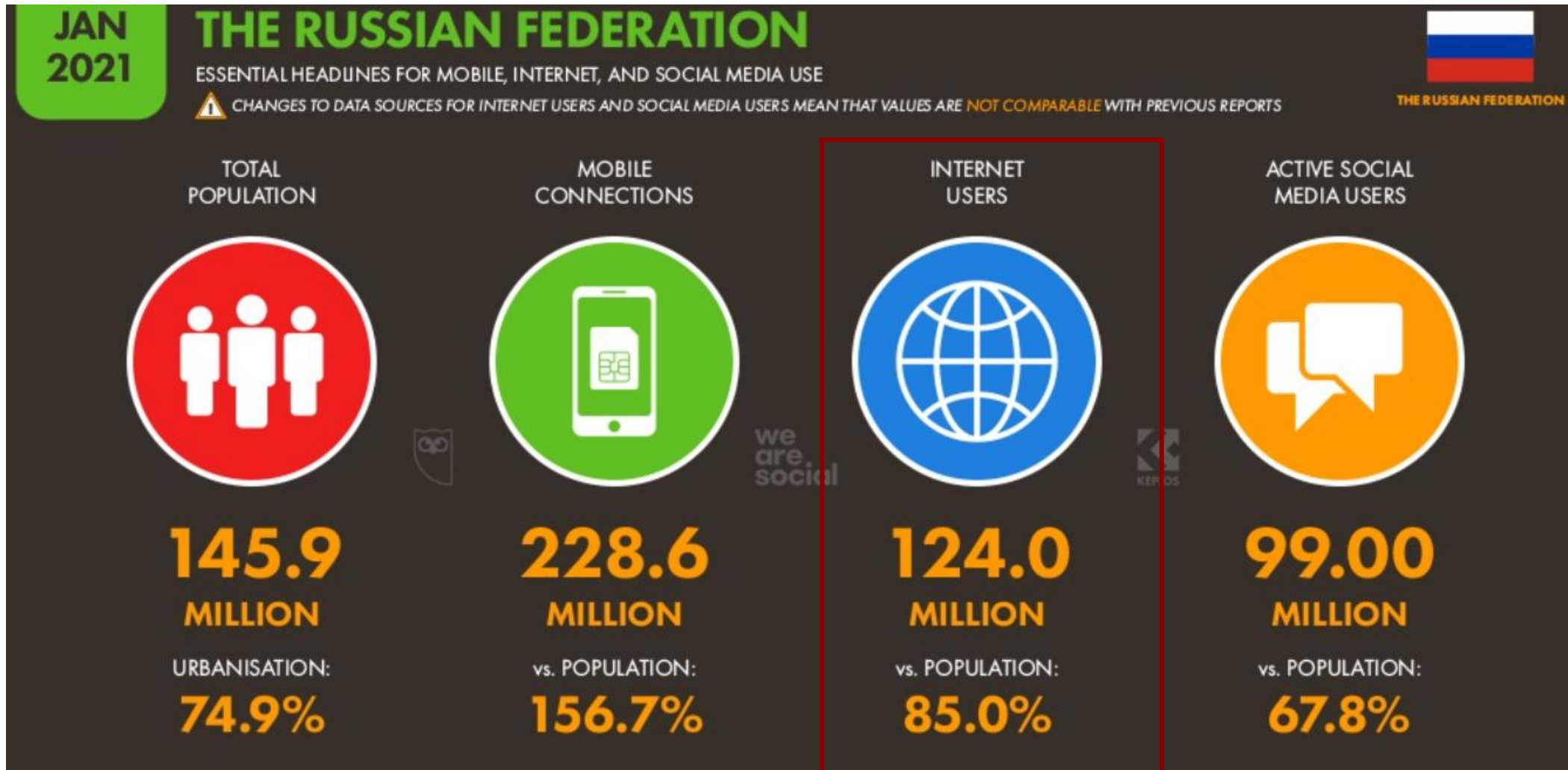


**DIGITAL**

# Digital



THE COUNTRY SEES A HIGH INTERNET PENETRATION



# Digital



THE NUMBER OF INTERNET USERS INCREASED BY 6 MILLION BETWEEN 2020 AND 2021

JAN  
2021

## OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



THE RUSSIAN FEDERATION

TOTAL NUMBER  
OF INTERNET USERS  
(ANY DEVICE)



**124.0**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**85.0%**

ANNUAL CHANGE  
IN THE NUMBER  
OF INTERNET USERS



**+5.1%**  
**+6.0 MILLION**

AVERAGE DAILY TIME USERS  
AGED 16 TO 64 SPEND  
USING THE INTERNET



**7H 52M**

PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



**89.7%**

# Digital



GOOGLE EQUIVALENT SEARCH ENGINE YANDEX ATTRACTS THE MOST AUDIENCE

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



THE RUSSIAN FEDERATION

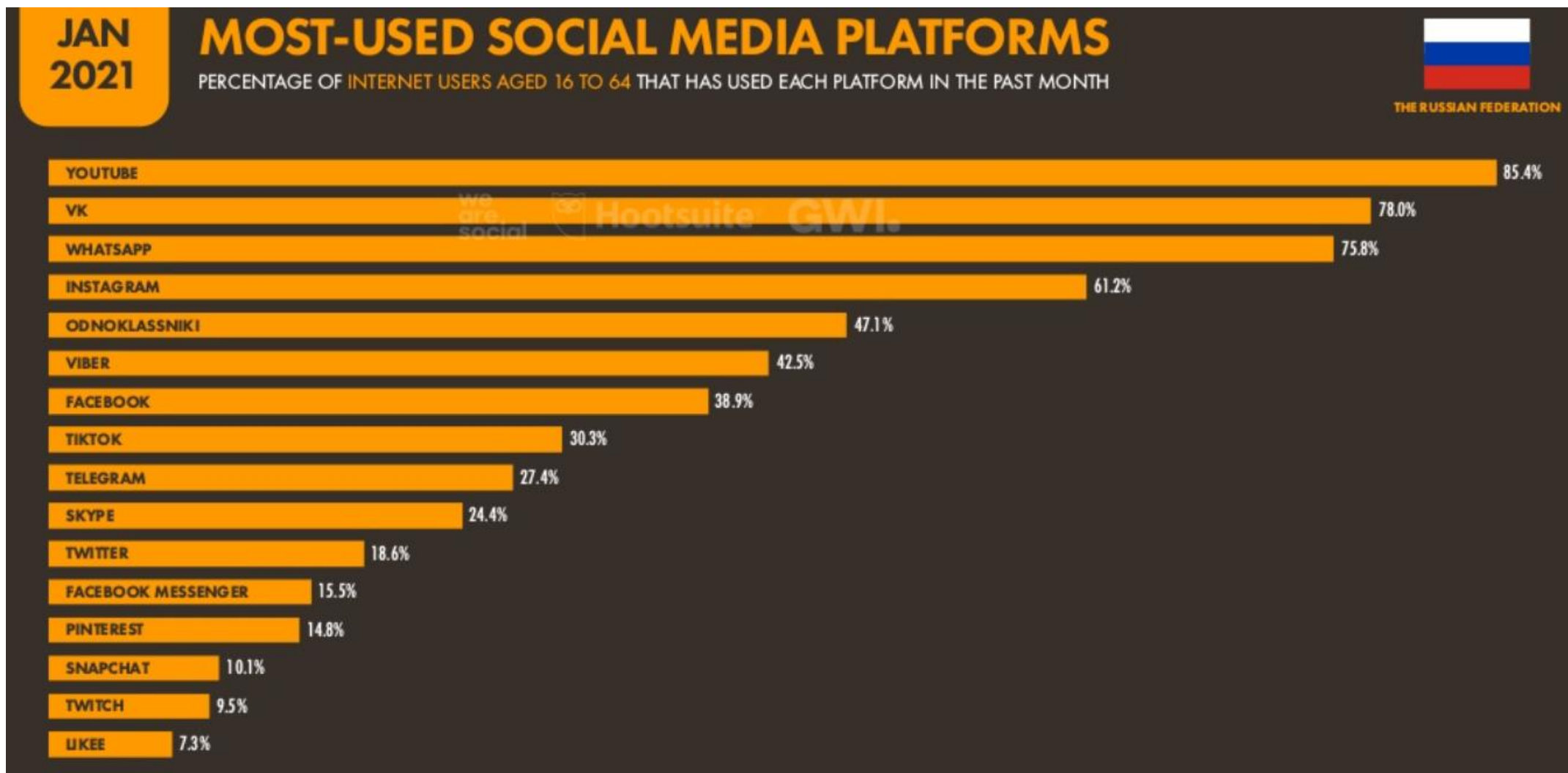
| #  | WEBSITE       | TOTAL VISITS | UNIQUE VISITS | TIME PER VISIT | PAGES PER VISIT |
|----|---------------|--------------|---------------|----------------|-----------------|
| 01 | YANDEX.RU     | 2.96B        | 129M          | 11M 22S        | 9.3             |
| 02 | GOOGLE.COM    | 2.19B        | 103M          | 9M 45S         | 6.9             |
| 03 | YOUTUBE.COM   | 1.84B        | 80.0M         | 17M 11S        | 8.7             |
| 04 | VK.COM        | 1.42B        | 75.4M         | 17M 38S        | 21.0            |
| 05 | MAIL.RU       | 886M         | 66.4M         | 7M 55S         | 6.9             |
| 06 | OK.RU         | 527M         | 37.4M         | 12M 16S        | 13.9            |
| 07 | INSTAGRAM.COM | 254M         | 38.6M         | 7M 25S         | 10.8            |
| 08 | AVITO.RU      | 249M         | 32.0M         | 11M 02S        | 11.5            |
| 09 | WIKIPEDIA.ORG | 194M         | 38.7M         | 4M 30S         | 3.2             |
| 10 | FACEBOOK.COM  | 194M         | 38.2M         | 7M 30S         | 6.2             |

| #  | WEBSITE          | TOTAL VISITS | UNIQUE VISITS | TIME PER VISIT | PAGES PER VISIT |
|----|------------------|--------------|---------------|----------------|-----------------|
| 11 | WILDBERRIES.RU   | 153M         | 25.7M         | 10M 57S        | 13.6            |
| 12 | GOOGLE.RU        | 153M         | 19.0M         | 6M 58S         | 11.7            |
| 13 | MARKET.YANDEX.RU | 143M         | 37.4M         | 5M 05S         | 7.5             |
| 14 | GISMETEO.RU      | 139M         | 18.1M         | 2M 32S         | 2.7             |
| 15 | GLAVNOE.NET      | 136M         | 99.0M         | 0M 00S         | 2.2             |
| 16 | RAMBLER.RU       | 105M         | 19.0M         | 5M 37S         | 4.8             |
| 17 | LENTA.RU         | 99.2M        | 19.6M         | 3M 03S         | 2.3             |
| 18 | OZON.RU          | 93.9M        | 26.8M         | 7M 11S         | 9.3             |
| 19 | RIA.RU           | 93.7M        | 24.8M         | 2M 24S         | 2.0             |
| 20 | GOSUSLUGI.RU     | 91.5M        | 21.8M         | 4M 57S         | 8.3             |

# Digital



THE NUMBER OF SOCIAL MEDIA USERS INCREASED BY 4.8 MILLION (5.1%) BETWEEN 2020 AND 2021



# APPENDIX

## MEDIA TITLES



PRINT/ONLINE



# KEY MEDIA- NEWSPAPER

## KOMMERSANT

**Circulation:** 120,000  
**Frequency:** Mon - Sat  
**Language:** Russian

**Total web visits:** 47.12 million  
**Average visit duration:** 02:25 min

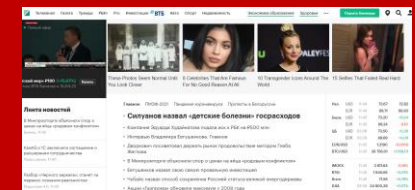
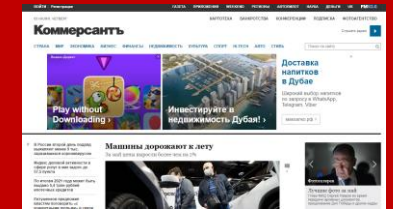
Kommersant is a nationally distributed daily newspaper published in Russia mostly devoted to politics and business. It is a leading liberal business broadsheet. It was once considered the cradle of independent and critical journalism in Russia.

## RBC DAILY

**Circulation:** 100,500  
**Frequency:** Daily  
**Language:** Russian

**Total web visits:** 122.42 million  
**Average visit duration:** 02:30 min

RBC Daily is a business daily newspaper in Russia. It specializes in economic analysis of important companies and industries within the country, which is based on reliable and objective first-hand information. It reaches the top executives, business leaders and policy makers in the country. In addition to media projects, the company regularly holds business events - industry conferences, business regattas and prizes.



# KEY MEDIA - NEWSPAPER

## IZEVESTIA

**Circulation:** 234,500  
**Frequency:** Mon - Fri  
**Language:** Russia

**Total web visits:** 38.25 million  
**Average visit duration:** 01:44 min

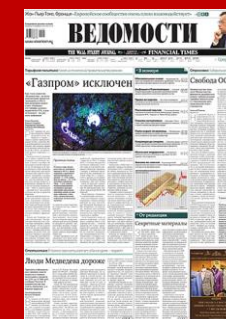
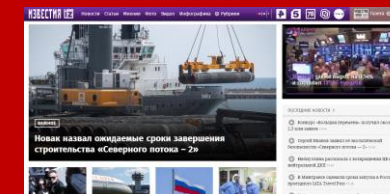
Izvestia is a daily broadsheet newspaper in Russia. It is a lively, readable daily newspaper of the state that is informing and educating the people about business and political news. It is one of the oldest publications in Russia. Being released five times per week, Izvestia is an important source of business and political news. The newspaper covers events of politics, economics, business, cultural and sport life in Russia and abroad.

## VEDOMOSTI

**Circulation:** 155,100  
**Frequency:** Mon-Fri  
**Language:** Russian

**Total web visits:** 14.48 million  
**Average visit duration:** 01:21 min

Vedomosti is Russia's most influential business newspaper, leading Russian-language published in Moscow.



# KEY MEDIA - NEWSPAPER

## ROSSIYSKAYA GAZETA

**Circulation:** 185,445

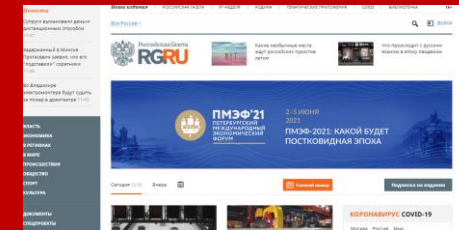
**Frequency:** Mon - Fri

**Language:** Russian

**Total web visits:** 48.40 million

**Average visit duration:** 01:08 min

Rossiyskaya Gazeta (Russian Gazette) is a Russian newspaper published by the Government of Russia. The daily newspaper serves as the official government gazette of the Government of the Russian Federation, publishing government-related affairs such as official decrees, statements and documents of state bodies, the promulgation of newly approved laws, Presidential decrees, and government announcements



## KEY MEDIA - MAGAZINE

### ELLE

**Circulation:** 220.000

**Frequency:** Monthly

**Language:** Russian

**Total web visits:** 10.99 million

**Average visit duration:** 01:38 min

Elle is a worldwide lifestyle magazine of French origin that focuses on fashion, beauty, health and entertainment. It was founded in 1945 by Hélène Gordon-Lazareff and her husband, the writer Pierre Lazareff. The title means "she" or "her" in French. In 1994, Elle released its first Russian edition in Russia

### DEPARTURES

**Circulation:** 10,000

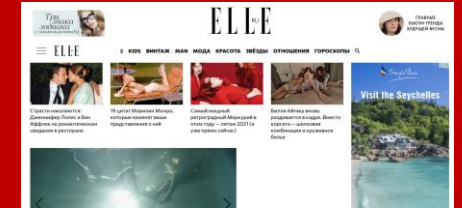
**Frequency:** 6 issues per year

**Language:** Russian

**Total web visits:** 397.36K

**Average visit duration:** 00:34 min

Departures is a magazine that is truly unique. Most conventional lifestyle magazines sold in retail outlets strive to reach that coveted top segment of customers who are prepared to enjoy elite products and services no matter what the cost is.



# KEY MEDIA - MAGAZINE

## VOGUE

**Circulation:** 150.000

**Frequency:** Monthly

**Language:** Russian

**Total web visits:** 4.81 million

**Average visit duration:** 01:38 min

Vogue is an American monthly fashion and lifestyle magazine that covers many topics, including fashion, beauty, culture, living, and runway. Based in New York City, it began as a weekly newspaper in 1892, before becoming a monthly magazine years later. Vogue Russia is published monthly in 19 national and one regional edition by Condé Nast.

## TATLER

**Circulation:** 120.000

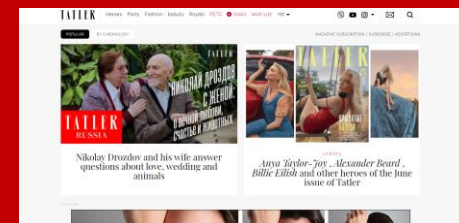
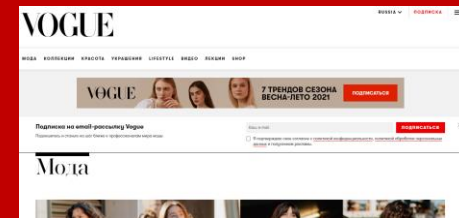
**Frequency:** Monthly

**Language:** Russian

**Total web visits:** 1.06 million

**Average visit duration:** 01:36 min

Tatler is a British magazine published by Condé Nast Publications focusing on fashion and lifestyle, as well as coverage of high society and politics. Tatler is also published in Russia by Conde Nast



## KEY MEDIA

### GQ

**Circulation:** 100.000

**Frequency:** Monthly

**Language:** Russian

**Total web visits:** 1.03 million

**Average visit duration:** 01:09 min

GQ is an American international monthly men's magazine based in New York City and founded in 1931. The publication focuses on fashion, style, and culture for men, though articles on food, movies, fitness, sex, music, travel, sports, technology, and books are also featured.

### PRIME TRAVELLER

**Circulation:** 45,000

**Frequency:** Monthly

**Language:** Russian

**Total web visits:** -

**Average visit duration:** -

PRIME Traveler is the leading premium print publication that was created by PrimeConcept in cooperation with Sanoma Independent Media in 2007. It is the only premium travel and lifestyle magazine in Russia. PRIME Traveler publishes interviews with representatives of the business, political, cultural and sports elite, many of whom are members of the PrimeConcept Club.



TV



## KEY MEDIA

### RBC

**Viewers: 90 million (Russia + CIS)**

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RBC TV (Russian: РБК) is the first and only 24-hour business news television channel in Russia. It is owned and operated by the RBC Group. The channel was launched in September 2003 in partnership with the CNBC and CNN television channels.



### CHANNEL ONE

**Viewers: 250 million (Worldwide)**

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Channel One is the first television channel to broadcast in the Russian Federation. Its headquarters are located at Ostankino Technical Center near the Ostankino Tower in Moscow



### МОСКВА 24

**Viewers: 75 million**

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Moscow 24 is a Russian 24-hour TV channel, a part of the "Moscow Media" Incorporated editorial office of Moscow media sources and referred to All-Russia State Television and Radio Broadcasting Company (VGTRK). The Channel is headquartered in Moscow City with its production facilities and operations, and is available in Moscow, Moscow Region and Crimea.

*Москва 24*

**RADIO**



## KEY MEDIA

### MOSKVA FM

**Frequency: 92.0**

Moskva FM is the international broadcasting station that broadcasts to the regions 24 hours a day, 12 months of the year. With a great mix of National News, Russian Talk, Top 40, Pop. Moskva FM has something for all discerning music lovers. It is also known as Moscow city youth infotainment radio station.

Radio Moskva broadcasts in Russian language.

### KOMMERSANT FM

**Frequency: 93.6**

Radio Kommersant FM, which first went on air in 2010, The radio station's Kommersant FM provides relevant news based programs which consists of three types of genres like Business, National and Political news. Their news based programs are accepted warmly because of their unbiased nature. For those who loves news with proper information and at the right time then Kommersant FM is the right place.

**МОСКВА FM 92.0**



## KEY MEDIA

### CAPITAL FM

**Frequency: 105.3**

Capital FM is The only English speaking radio station in Moscow broadcasting a mix of local and networked programming. It is a guide for foreigners to the most interesting places and institutions of the capital. It is a radio station for those who like high-quality music, helps listeners improve their language. Its slogan reflects its trendy energy and the concept of the station - We Speak English. We Play the Hits.



### NRJ FM

**Frequency: 104.2**

NRJ FM is a private Russian radio station, created in 2006 based in Moscow, and is the Russian version of the French NRJ. The playlist of the radio station is made up of the most popular songs



## KEY MEDIA

### BUSINESS FM

**Frequency: 87.5**

Business FM is the first radio station dedicated to business news in Russia. It was launched in 2007 in Moscow and has a daily audience of around 400 thousand listeners. Its audience consists of top management representatives, entrepreneurs and governmental officials – people with above average income, responsible for the decision-making within various organizations. The station covers major economic international events, provides in-depth analysis of market developments in Russia and abroad and offers informed prognosis and advice, regarding the near future of the business environment.



### CHOCOLATE FM

**Frequency: 98.0**

This channel radio channel is targeted to women this station plays live modern hits from 2000s mostly romantic & hit numbers. Just like the chocolate the programs and musical presentation of the radio is also very enticing and popular at the same time has got a yummy taste of music. Chocolate radio is known across Moscow for their wide range of genres and for the listener centric radio programs which is live all the time 24/7.



## KEY MEDIA

### AVTORADIO

**Frequency: 90.3**

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AvtoRadio is a Moscow-based radio station. The station plays songs in Russian and English. A variety of music from different genres. It started broadcasting on 5 April 1993 and is part of the VKPM Media Group. According to VKPM, in April 2006 the average daily number of listeners was 1,097,000, or 11.6% of the total number of listeners in Moscow and Moscow Region.



### VESTI FM

**Frequency: 97.6**

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Vesti FM is a radio station based in Russia and owned by VGTRK. It started broadcasting on February 5, 2008 at 6:00 am Moscow Time. The station is included in the first multiplex of digital television in Russia using DVB-T technology.

The logo for Vesti FM is located in the bottom right corner. It consists of the words 'ВЕСТИ FM' in a white, sans-serif font, centered within a solid blue rectangular box. This box is set against a larger red rectangular area.

## KEY MEDIA

### RADIO METRO

**Frequency: 102.4**

Radio Metro FM 102.4 is a broadcast radio station from Saint Petersburg, Russia providing Top 40/Pop and Electronic-Dance music.



### RADIO MAYAK

**Frequency: 103.4**

Radio Mayak is a radio broadcasting company in Russia, owned by VGTRK. Mayak is the Russian word for "lighthouse" or "beacon". As well as Radio Mayak (which broadcasts news, talk shows, and popular music), the company is also responsible for the youth music channel Radio Yunost. Radio Mayak was established in August 1964 as a major All-Union Radio station dedicated to news and light music



**DIGITAL**



## KEY MEDIA

### YANDEX

**Total visits :** 3.4 billion

**Pages per visit:** 9.63

**Avg .visit duration:** 11:54 mins

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Yandex is a technology company that builds intelligent products and services powered by machine learning. They help consumers and businesses better navigate the online and offline world. They have developed market-leading on-demand transportation services, navigation products, and other mobile applications for millions of consumers across the globe. Yandex, which has 30 offices worldwide, has been listed on the NASDAQ since 2011.

### KOMMERSANT.RU

**Total visits :** 47.12 million

**Pages per visit:** 2.48

**Avg .visit duration:** 2:25 mins

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Kommersant is a nationally distributed daily newspaper published in Russia mostly devoted to politics and business. Its the tenth most cited sources in the Russian Wikipedia.

The Yandex logo, featuring the word "Yandex" in a bold, sans-serif font. The "Y" is red, and the "andex" is black.The Kommersant.ru logo, featuring the word "Коммерсант.ру" in a bold, sans-serif font, followed by a registered trademark symbol (®).

## KEY MEDIA

### VK

**Total visits :** 3.4 billion

**Pages per visit:** 9.63

**Avg .visit duration:** 11:54 mins

**VK** short for its original name **Vkontakte**, is a Russian online social media and social networking service based in Saint Petersburg. VK is available in multiple languages but it is predominantly used by Russian-speakers. VK allows users to message each other publicly or privately, create groups, public pages, and events, share and tag images, audio, and video, and play browser-based games.



### OSTROVOK.RU

**Total visits :** 1.43 million

**Pages per visit:** 12.89

**Avg .visit duration:** 4:56 mins

Ostrovok.ru is a Russian online hotel booking service, founded in 2010 by Serge Faguet and Kirill Makharinsky. It has over one million accommodation options

OSTROVOK.RU

### TATLER.RU

**Total visits :** 1.06 million

**Pages per visit:** 3.51

**Avg .visit duration:** 1:36 mins

Tatler is a British magazine published by Condé Nast Publications focusing on fashion and lifestyle, as well as coverage of high society and politics.

TATLER

## KEY MEDIA

### RBC.RU

**Total visits :** 122.4 million

**Pages per visit:** 2.41

**Avg .visit duration:** 2:30 mins

RBC is a leading Russian company operating in the fields of mass media and information technology. It also has an digital presence with content focuses on politics, economics and business. It is also the #1 daily business newspaper in Russia.

### AVIASALES.RU

**Total visits :** 8.45 million

**Pages per visit:** 4.27

**Avg .visit duration:** 5:57 mins

Aviasales is an airline ticket metasearch that has existed since 2007. The monthly audience of the service is estimated at about 15 million people. The headquarters of the company is located in Thailand. Aviasales has two more offices in Russia: in Moscow

### TRAVELASK.RU

**Total visits :** 3.4 billion

**Pages per visit:** 9.63

**Avg .visit duration:** 11:54 mins

Travelask.ru is a specialized search engine for travel services (from air tickets and hotels to excursions and insurance). They aggregate deals from more than 1000 services on one site



## KEY MEDIA

### EXPEDIA

**Total visits :** 61.88 million

**Pages per visit:** 6

**Avg .visit duration:** 5:48 mins

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Expedia Inc. is an online travel agency owned by Expedia Group; an American online travel shopping company based in Seattle. The website and mobile app can be used to book airline tickets, hotel reservations, car rentals, cruise ships, and vacation packages.

### ELLE.RU

**Total visits :** 10.99 million

**Pages per visit:** 2.31

**Avg .visit duration:** 1:38 mins

---

Elle is a worldwide lifestyle magazine of French origin that focuses on fashion, beauty, health and entertainment. It was founded in 1945 by Hélène Gordon-Lazareff and her husband, the writer Pierre Lazareff. The title means "she" or "her" in French.

### VOGUE.RU

**Total visits :** 4.81 million

**Pages per visit:** 4.87

**Avg .visit duration:** 1:38 mins

---

Vogue is an American monthly fashion and lifestyle magazine that covers many topics, including fashion, beauty, culture, living, and runway. Based in New York City, it began as a weekly newspaper in 1892, before becoming a monthly magazine years later.



The ELLE logo, consisting of the word "ELLE" in a large, black, serif font.

The VOGUE logo, consisting of the word "VOGUE" in a large, black, serif font.

OUTDOOR

29 АПРЕЛЯ  
ЗАЛ ПИРАМИДА • НАЧАЛО В 19:00  
**СОСТОИТСЯ ТУРНИР  
ПО МОСКОВСКОЙ ПИРАМИДЕ**  
С ГАРАНТИЕЙ 50 000 Р



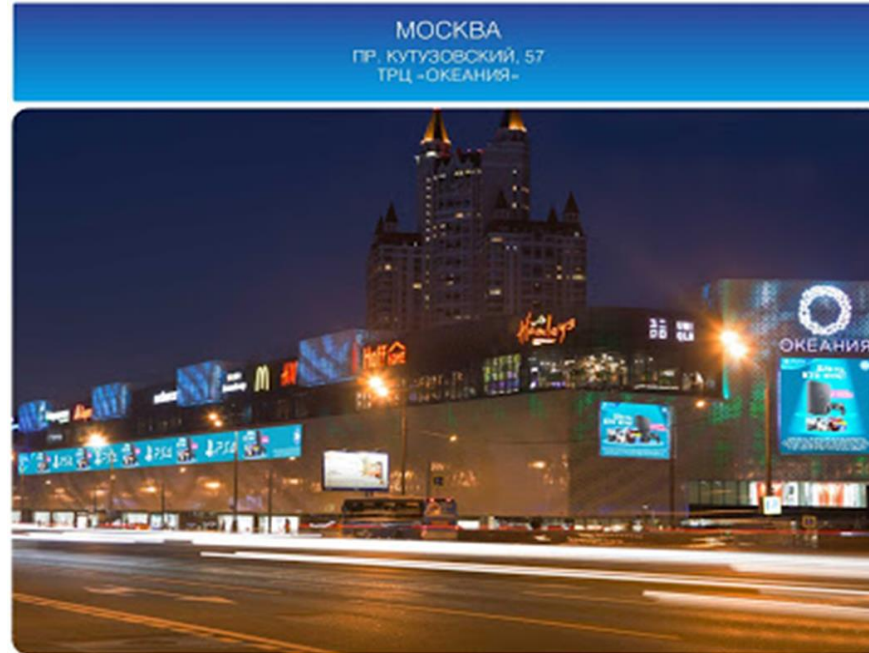
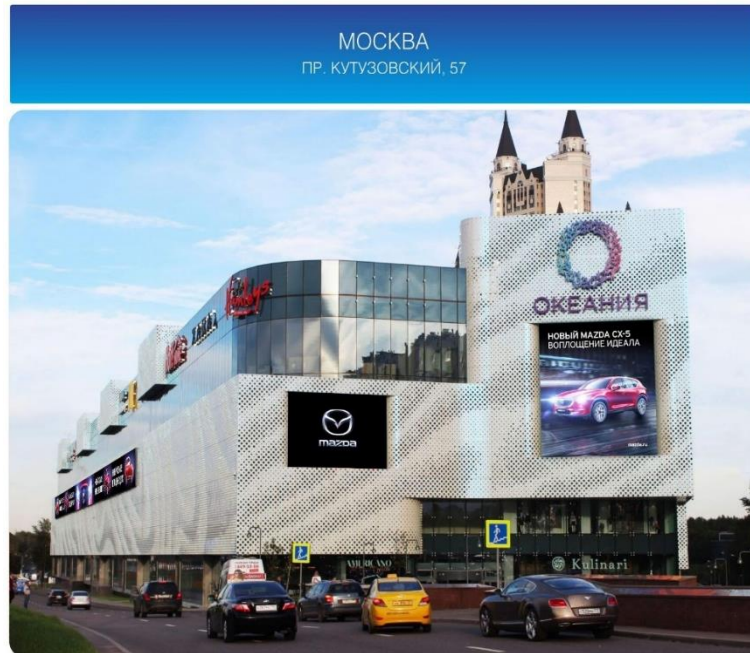
**STAFFPARAD**

каждое  
воскресенье  
в клубе  
GIMI

DAVA TV

# RUSSIA

Kutuzovskiy prospekt, 57, "Okeania" (Oceania)



**Site**  
Okeania

**City**  
Moscow

**Size - Sq.m2**  
684  
51  
104.5  
3 sites

**Impact- GRP**  
1.33

**Screening hours per day**  
On Rotation - 30 Sec

\*Hours  
08:00-16:30 - dynamic,  
16:30- 08:00 - static

# RUSSIA

Khoroshevskoye shosse, 27, "Khoroshovo!"



**Site**  
Khoroshovo

**City**  
Moscow

**Size - Sq.m2**  
431.34  
152  
2 sites

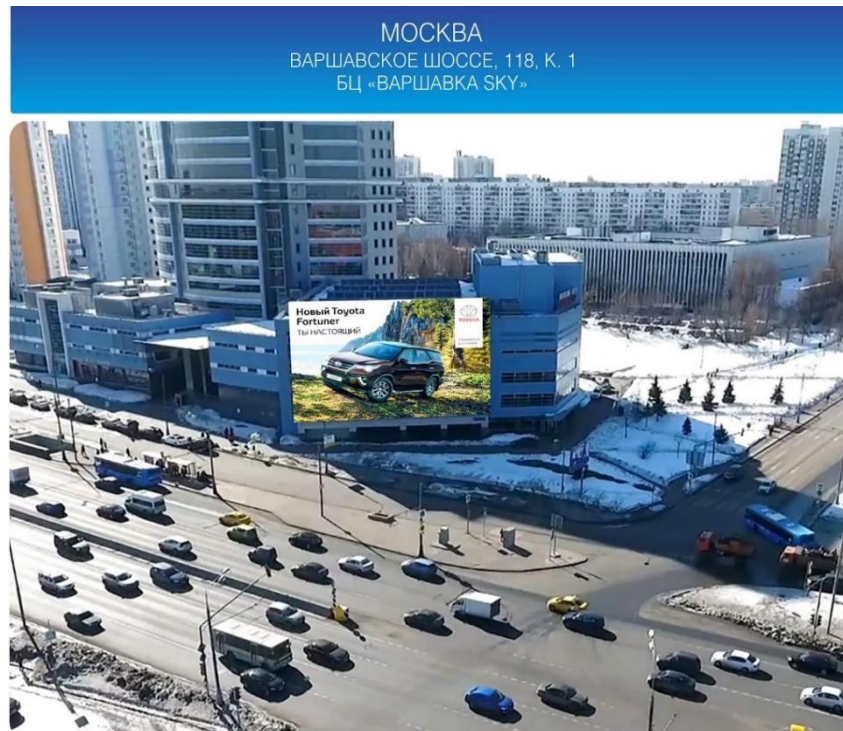
**Impact- GRP**  
0.75

**Screening hours per day**  
On Rotation - 30 Sec

\*Hours  
08:00-16:30 - dynamic,  
16:30- 08:00 - static

# RUSSIA

Varshavskoye shosse (Warsaw Highway), 118/1



**Site**  
Varshavskoye

**City**  
Moscow

**Size - Sq.m2**  
524

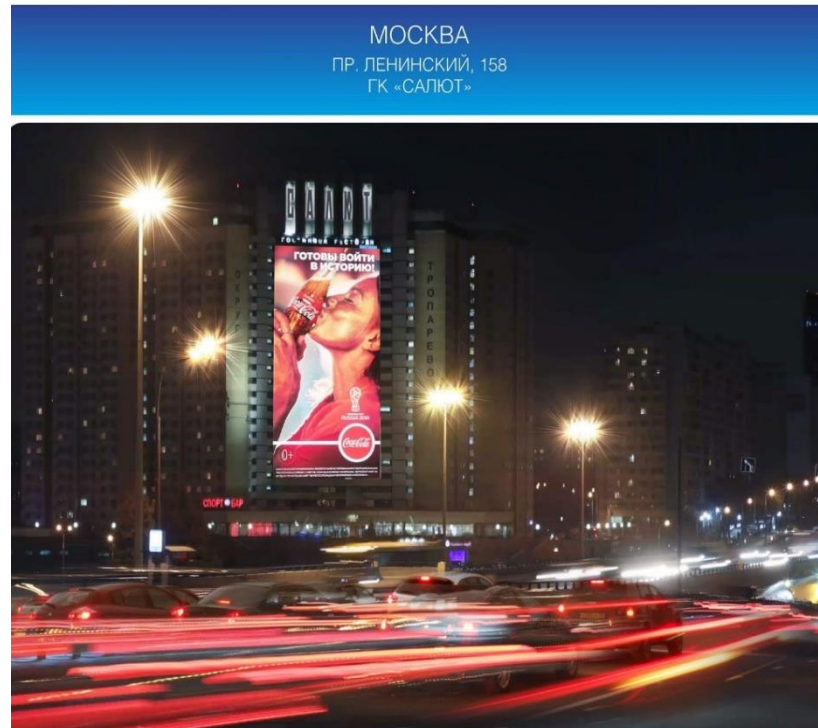
**Impact- GRP**  
0.94

**Screening hours per day**  
On Rotation - 30 Sec

**\*Hours**  
08:00-16:30 - dynamic,  
16:30- 08:00 - static

# RUSSIA

Leninsky prospekt,158, "Salut"



**Site**  
Salut

**City**  
Moscow

**Size - Sq.m2**  
1210

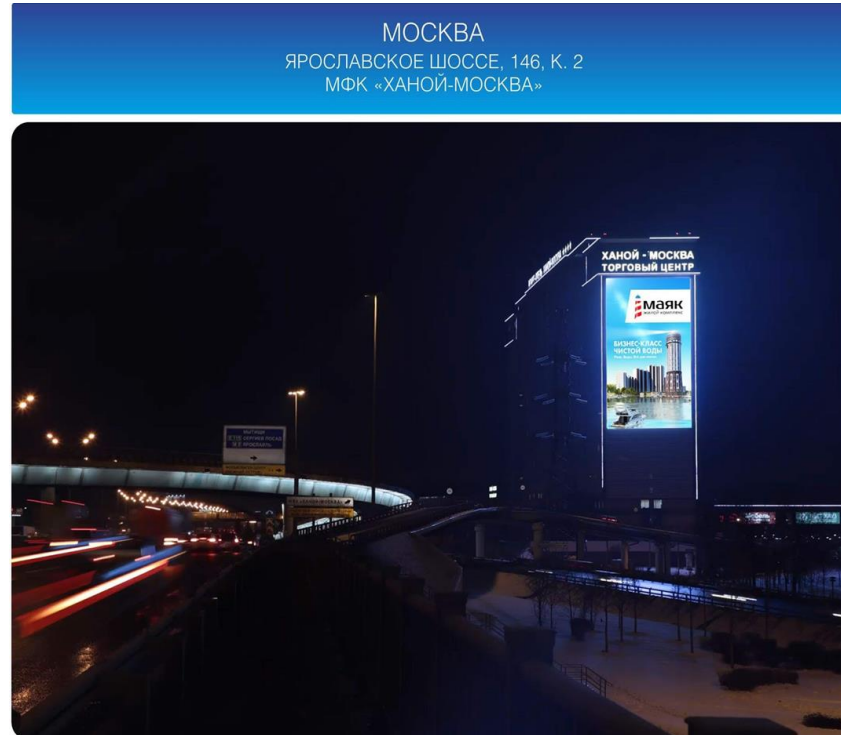
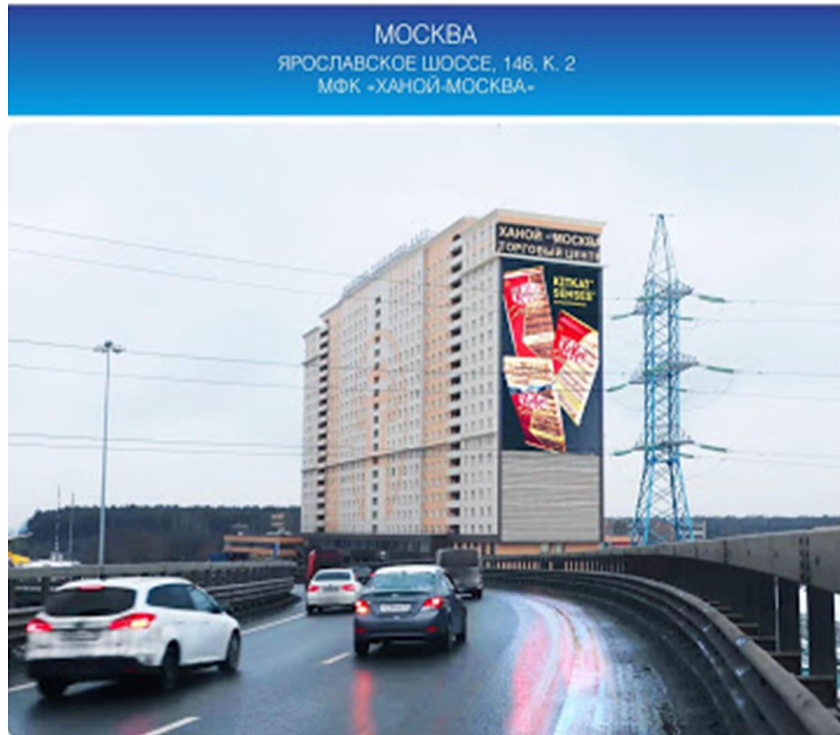
**Impact- GRP**  
1.38

**Screening hours per day**  
On Rotation - 30 Sec

\*Hours  
08:00-16:30 - dynamic,  
16:30- 08:00 - static

# RUSSIA

Yaroslavskoye shosse, 146/2, "Hanoi-Moscow"



## Site

Hanoi-Moscow

## City

Moscow

## Size - Sq.m2

718

## Impact- GRP

1.9

## Screening hours per day

On Rotation - 30 Sec

## \*Hours

08:00-16:30 - dynamic,

16:30- 08:00 - static

# RUSSIA

Avtozavodskaya st,18, "Riviera"

МОСКВА  
УЛ. АВТОЗАВОДСКАЯ, 18  
ТРК «РИВЬЕРА»



МОСКВА  
УЛ. АВТОЗАВОДСКАЯ, 18  
ТРК «РИВЬЕРА»



**Site**  
Riviera

**City**  
Moscow

**Size - Sq.m2**  
852

**Impact- GRP**  
0.98

**Screening hours per day**  
On Rotation - 30 Sec

\*Hours  
08:00-16:30 - dynamic,  
16:30- 08:00 - static

# RUSSIA

MKAD 78 km, 4B/G

МОСКВА  
78 КМ МКАД, ВЛАДЕНИЕ 4Б, КОРПУС 1



МОСКВА  
78 КМ МКАД, ВЛАДЕНИЕ 4Б, КОРПУС 1



**Site**  
MKAD

**City**  
Moscow

**Size - Sq.m2**  
240

**Impact- GRP**  
1.8

**Screening hours per day**  
On Rotation - 30 Sec

**\*Hours**  
08:00-16:30 - dynamic,  
16:30- 08:00 - static

# RUSSIA

## Novy Arbat 2 (New Arbat Street)



### Site

Novy Arbat 2 (House of Books)

### City

Moscow

### Size - Sq.m2

638.13

### Number of Minutes 2 clips

16 (8x2)

# RUSSIA

## Volokolamskoye Shosse



### Site

Volokolamskoye Shosse

### City

Moscow

### Size - Sq.m

202.4

### Format

Media facade

# RUSSIA

K. Marx st, 1 (GUM facade)



**Site**  
GUM facade

**City**  
Novosibirsk

**Size - Sq.m**  
12,8x36

**Format**  
Media facade

**Duration**  
30 Sec video

# RUSSIA

MEGA Novosibirsk shopping mall (Vatutina st, 107)



## Site

MEGA Novosibirsk shopping mall

## City

Novosibirsk

## Size - Sq.m

6,7x3,5

## Format

Media facade

## Duration

30 Sec video

# RUSSIA

Krasnyi prospekt, 17



**Site**  
Krasnyi

**City**  
Novosibirsk

**Size - Sq.m**  
30м\*15м

**Format**  
Media facade

**Duration**  
30 Sec video

# RUSSIA

## Deputatskaya 2



**Site**  
Deputatskaya

**City**  
Novosibirsk

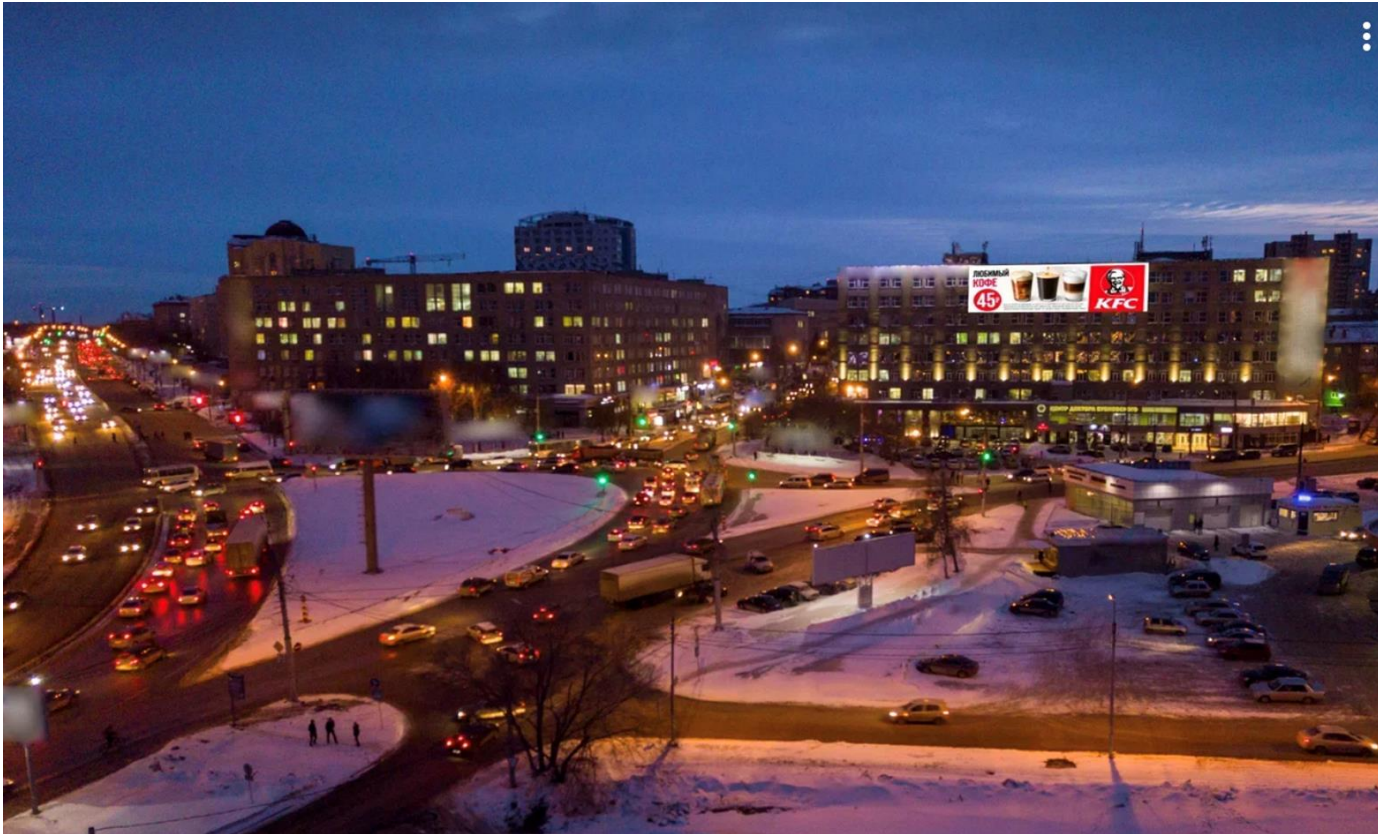
**Size - Sq.m**  
9M\*13M

**Format**  
Media facade

**Duration**  
30 Sec video

# RUSSIA

Karl Marx prospekt, 57



## Site

Karl Marx 57

## City

Novosibirsk

## Size - Sq.m

31M\*8M

## Format

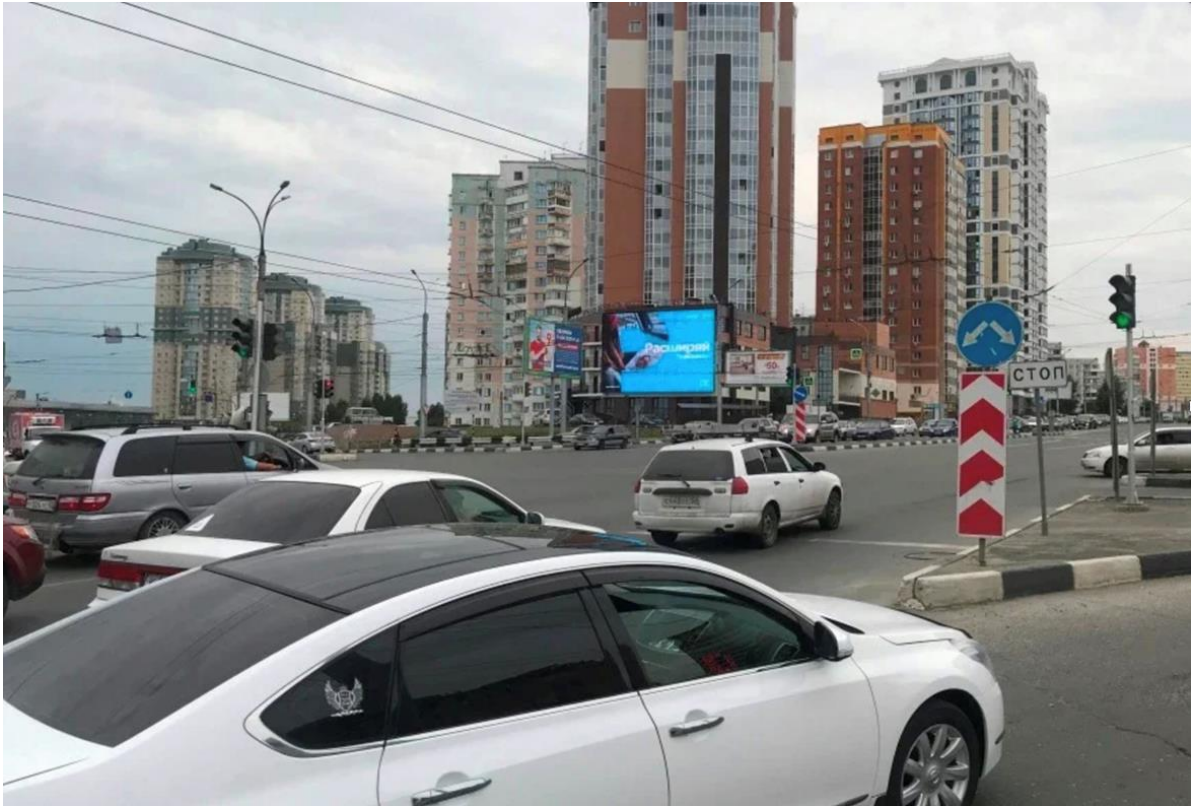
Media facade

## Duration

30 Sec video

# RUSSIA

Frunze st 71/1



**Site**  
Frunze

**City**  
Novosibirsk

**Size - Sq.m**  
14M\*9M

**Format**  
Media facade

**Duration**  
30 Sec video

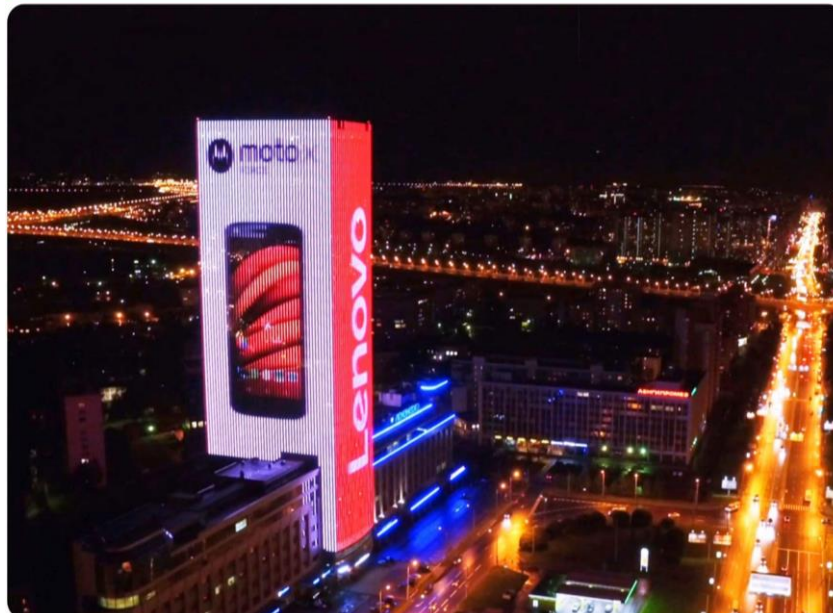
# RUSSIA

## Konstitution sq, 3 "Leader Tower"

САНКТ-ПЕТЕРБУРГ  
ПЛ. КОНСТИТУЦИИ, 3  
БЦ «LEADER TOWER»



САНКТ-ПЕТЕРБУРГ  
ПЛ. КОНСТИТУЦИИ, 3  
БЦ «LEADER TOWER»



### Site

Leader Tower

### City

Saint Petersburg

### Size - Sq.m2

19188

### Impact- GRP

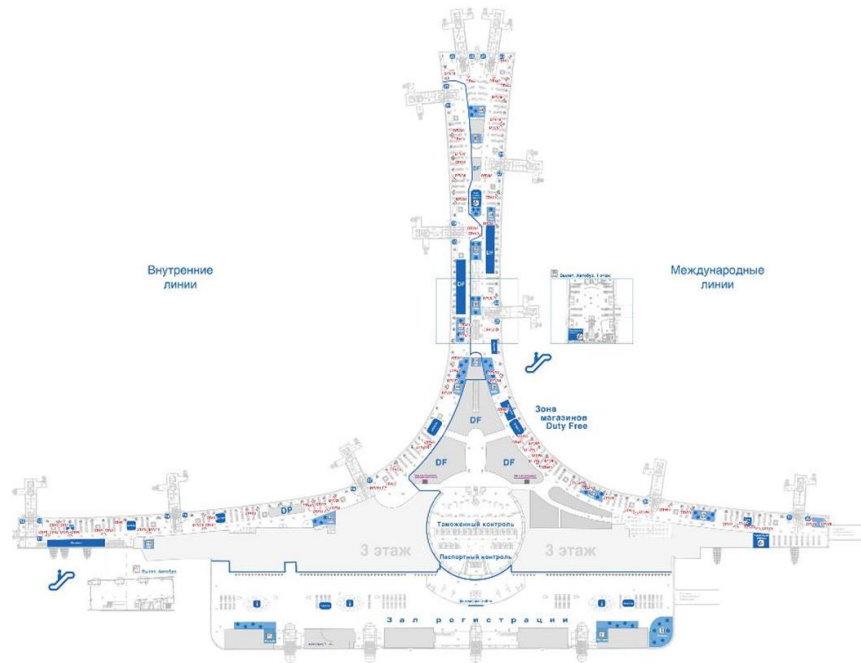
5.55

### Screening hours per day

- 7:00-10:00
- 18:00-23:00

# RUSSIA

## International departure



### Site

Terminal D

### City

Moscow, Sheremetyevo

### Format

Digital Screen

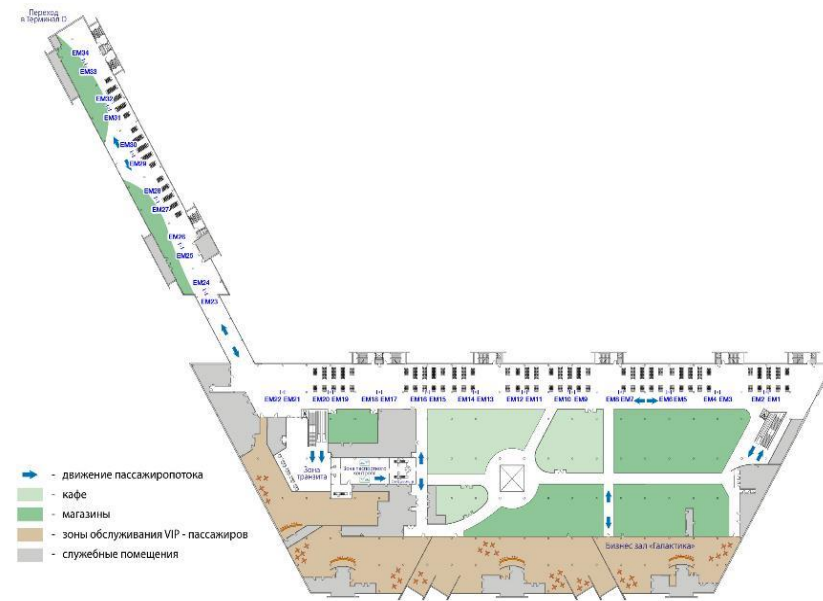
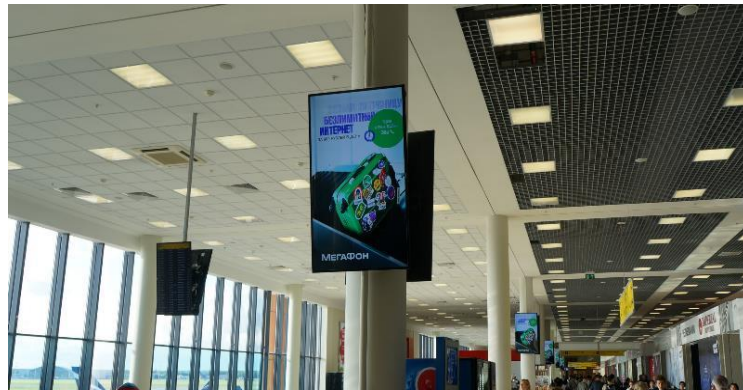
1,44 x 0,83

### Screening hours per day

15 Sec

# RUSSIA

## International departure



### Site

Terminal E

### City

Moscow, Sheremetyevo

### Format

Digital Screen

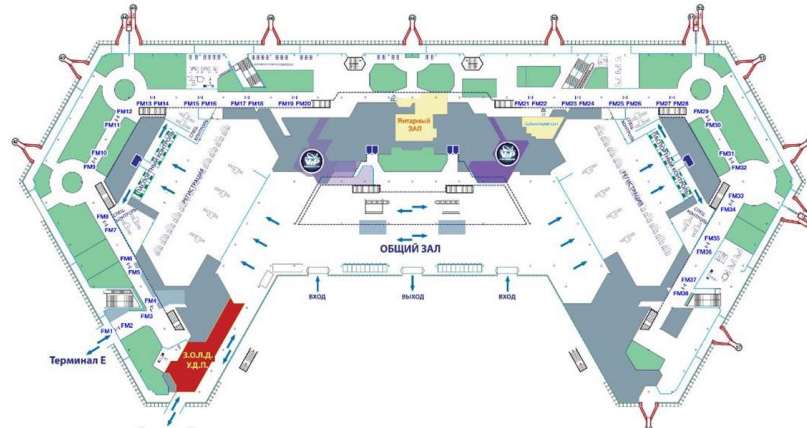
0,8 x 1,42

### Screening hours per day

15 Sec

# RUSSIA

## International departure



### Site

Terminal F

### City

Moscow, Sheremetyevo

### Format

Digital Screen

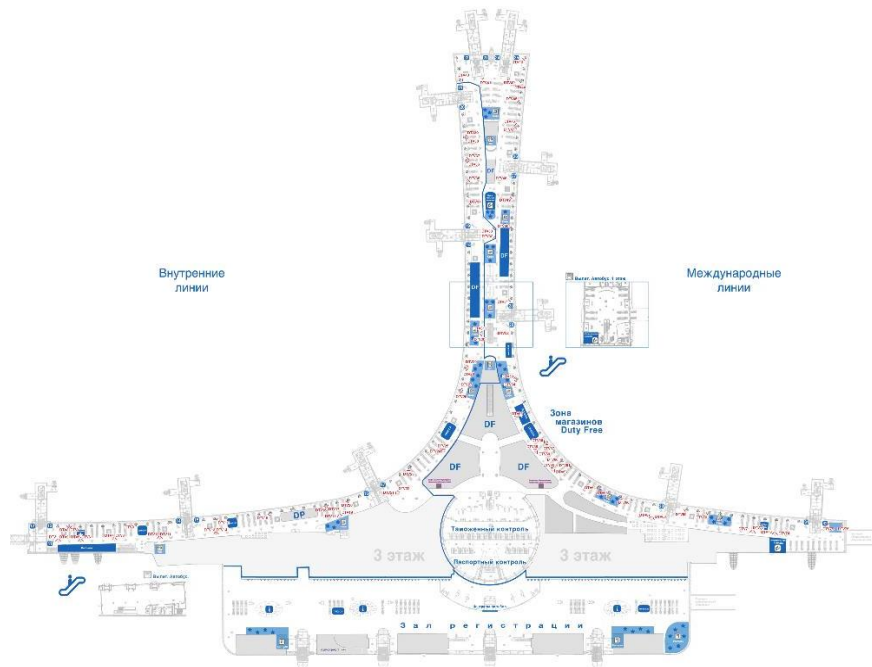
0,8 x 1,42

### Screening hours per day

15 Sec

# RUSSIA

## Domestic departure



### SITE

Terminal D

### City

Moscow, Sheremetyevo

### Format

Digital Screen

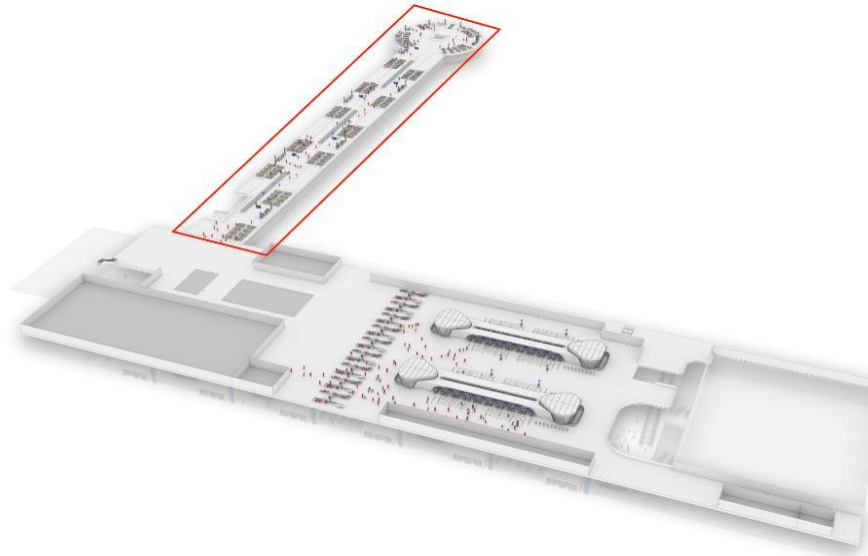
1,44 x 0,83

### Screening hours per day

15 Sec

# RUSSIA

## Domestic departure



### Site

Terminal B

### City

Moscow, Sheremetyevo

### Format

Digital Screen

1,44 x 0,83

### Screening hours per day

15 Sec

# RUSSIA

International + Domestic departure



## Site

Terminal 3

## City

St. Petersburg, Pulkovo

## Format

Digital Screen

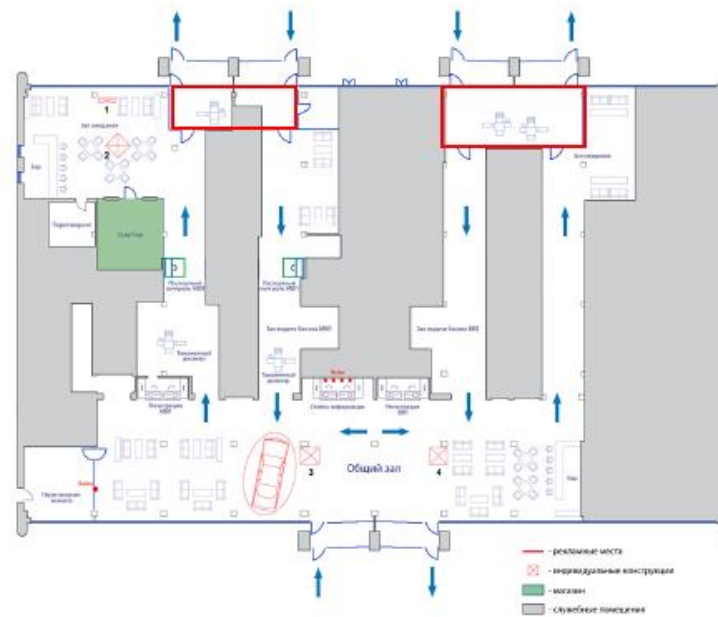
55", 65", 75" 85"

## Screening hours per day

10/15/30 Sec

# RUSSIA

International + Domestic departure



**Site**

Terminal 3

**City**

St. Petersburg, Pulkovo

**Format**

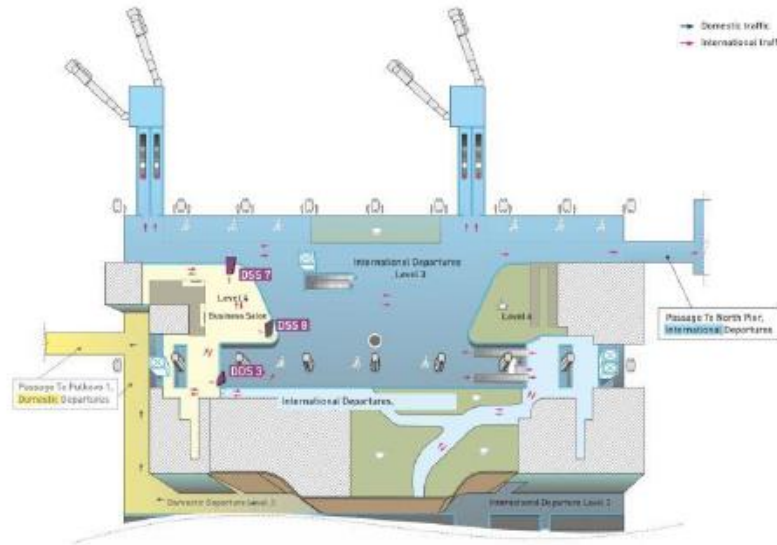
Static Site

**Site No.**

Entrance Branding

# RUSSIA

## International departure



### Site

Business Lounge, third floor

### City

St. Petersburg, Pulkovo

### Format

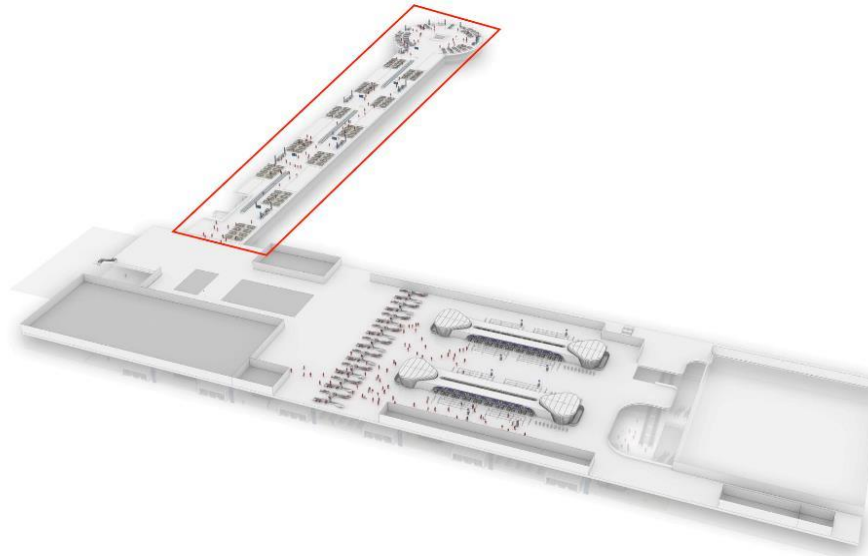
Digital Site

### Screening hours per day

Clip 10 sec. 1 min Ad spot

# RUSSIA

## Domestic departure



### Site

Terminal B

### City

Moscow, Sheremetyevo

### Format

Digital Screen

1,44 x 0,83

### Screening hours per day

15 Sec